

Pharma VOICE

THE FORUM FOR THE INDUSTRY EXECUTIVE

100

of the Most
Inspiring People



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The PharmaVOICE 100: 2010

Every year, I think this is it, we've reached the pinnacle. And yet, every year, I continue to be amazed by the individuals whom our readers have identified as the most inspiring, motivating, and outstanding leaders in the life-sciences industry.

This special issue, now in its sixth year, has become a must-read and one of the most-anticipated publications of the year. It is our extreme pleasure to once again be able to pay tribute to the men and women who are driving change, providing guidance, and fostering relationships to position the industry in the best way possible to

serve the ultimate stakeholders: patients.

The individuals featured in this issue are as diverse in their talents, skills, and know-how as their roots. They come from around the United States and around the world — Argentina, Australia, Canada, China, Cuba, England, France, India, Ireland, Italy, Malaysia, Nigeria, and Zimbabwe — to name just a few of their countries of origin. This broad geographic representation is a testament to not only how global the life-sciences industry has become, but how easy it is to transcend national borders through positive actions that influence others in a meaningful and substantive way. We are equally delighted that PharmaVOICE's reach allows us to bring you their stories.

This special publication, which has become known as the feel-good issue of the year, is packed with in-depth profiles showcasing the industry's best and brightest. To make the issue easier to navigate, we have divided the honorees into categories that we think best capture their expertise. Please note, however, that most of this year's honorees could easily fit into several of the following sections: commanders and chiefs, entrepreneurs, change agents, clinical specialists, researchers and scientists, marketers, creatives, mentors, and technologists.

In spite of shifting market landscapes, uncertain business conditions, and reduced headcounts, these industry leaders are overcoming myriad obstacles as they set the gold standard for corporate leadership, cutting-edge research and development, forward-thinking technology solutions, out-of-the-box creative executions and marketing strategies, and outstanding career development training processes.

Not only are the honorees contributing to the growth of their organizations, they are community leaders and serve as members of industry-related associations and donate time to worthy charities and philanthropic organizations.

Each year the selection process becomes more difficult. With thousands of nominations to consider, our editorial team relies on the personal stories and accounts that describe why these individuals are special. We want to thank all of our readers who took time out of their busy schedules to nominate those who have made, and continue to make, a difference in their careers, lives, and organizations. The quality and number of nominations received this year reaffirms that the industry is driven by people of vision and passion who are dedicated to improving healthcare and patients' lives.

We also want to thank all of our PharmaVOICE 100 honorees for taking time to share their personal stories with us. These insights provided our team with a wealth of information on which to base this year's profiles.

Please join us in extending warm congratulations to this august group as we celebrate the well-deserving individuals featured in this sixth annual PharmaVOICE 100 issue. I hope you enjoy getting to know this distinguished group as much as we did. And don't forget to check out the exclusive bonus text found only in our digital edition, which can be accessed at pharmavoiced.com, to read more of their stories.

We can't wait to see who makes next year's list. Submit your nominations for 2011 now!

➤ Let the Force be **CREATIVE**

These rock stars of healthcare advertising are infusing their creative passion and energy into healthcare communications across all media.



There is no off switch for Jamie Cobb, Executive Creative Director at MicroMass Communications; he is always on, always thinking, and always pushing the team to reach higher.

JAMIE COBB

EMOTIONAL CONNECTION

BRINGING PASSION AND ENERGY TO THE ART OF HEALTHCARE MARKETING, JAMIE COBB ALWAYS SEEKS THE CORE EMOTIONAL INSIGHT THAT WILL TRULY BOND A BRAND TO ITS CUSTOMER.

Not only does he see where the pharma industry should be going but where and how communications as we know them are changing, and he has the zeal to push ideas into new, exciting, and breakthrough executions.

Never satisfied with trite icons, as executive creative director, Mr. Cobb stretches his colleagues at MicroMass Communications to really delve deep into how people are connected to a brand in a quantifiable and meaningful way and to think beyond the traditional role of communications in the producer-consumer relationship.

He takes a gem in the rough, the science of predicting human behavior, and polishes executions into blinding finishes.

He is someone who always makes the conversation more interesting, sometimes challenging the status quo but always offering his passion, conviction, and can-do approach to the mix.

Curious and competitive, Mr. Cobb is interested in finding more than one way to solve a problem and drives himself to ensure he never loses his passion for the work he does.

DID YOU KNOW?

Jamie Cobb was once the subject of an impromptu, albeit brief, Robin Williams stand-up routine.



One of the most powerful qualities about Mr. Cobb is his ability to bring out the very best in those around him and to inspire greatness beyond what was ever considered possible.

Beyond his commitment to clients, Mr. Cobb is helping to change people's perceptions of homelessness and addiction through his creative pro bono work for The Healing Place titled Turn the Corner. He is also helping the Corner Table, a Christian-based soup kitchen that serves 100 families every day in western North Carolina, to create a brand identity and communications platform to help generate sponsorships.

In addition, he is an Episcopal youth leader; he teaches and helps kids involved in services projects for area families in need.

He also volunteers to teach students the art of advertising at the college level as an adjunct professor of journalism at the University of North Carolina, Chapel Hill.

He is active in the community. He works with his son's Cub Scout troop, and he is involved with the American Advertising Federation.

Above all, Mr. Cobb maintains a true sense of balance in life. He says while the challenges he faces with clients drive him to achieve optimal results, the moments he shares with his children provide the real inspiration.

JAMIE COBB • THE STORYTELLER



With the training of a copywriter and the instincts of a skilled art director, Jamie Cobb has directed one memorable campaign after another during his career. His landmark work on the global Gemzar campaign set the bar in oncology marketing.

Insight into the patient experience is paramount, and this shone through when Mr. Cobb helped to develop a brand platform for Lilly Diabetes, while working at GSW. Having lived with diabetes for 35 years, he has a powerful connection that might impact others.

He attributes his skill at storytelling and his respect for the value of ideas to two key mentors: Suzanne Goss from Y Brand, who introduced him to the power of brand storytelling, and the fun that can be had discovering the authentic story every brand has within; and Bruce Rooke of GSW, who taught him to respect the value and impact of ideas — big, hairy ones — in the work he creates for his clients as executive creative director at Micro-Mass Communications.

One of the most exciting developments for Mr. Cobb is the advent of social networking

and related technologies, which he believes will continue to gain influence over how marketers communicate brand attributes.

His next goal is to become better at blogging and sharing his thoughts on the industry through new channels. Not that anyone is missing his banter, he quips. He just feels compelled to throw his voice into the mix.

But as much as he loves the creative opportunities afforded by digital technology, he loves to escape from the pressure as well. He finds that escape in cooking, which he describes as an intensely creative experience that hasn't become entirely simulated through digital technology, but where the experience is made with one's hands.

And he's been on the receiving end of some brilliant and extremely funny creative expressions. On a photo shoot in Alaska with some clients, the group ran into Robin Williams at a local restaurant. The comedian was shooting a movie on location in the same small town. When Mr. Cobb and colleagues introduced themselves to Mr. Williams, he broke into a spontaneous stand-up routine that spared no one. It was, perhaps, the most intense 45 seconds of funny Mr. Cobb says he has ever experienced in person.

What better experience for someone whose

Getting Personal with



JAMIE COBB

FAMILY: Wife, Jill; children, Kirby, 21, Carter, 7; and Ella, 4

HOBBIES: Photography, tennis, gardening, cooking, and camping

READING LIST: The Good Stuff Cookbook by Spike Mendelsohn; Private by James Patterson; Making Ideas Happen by Scott Belsky; Know What Makes Them Tick by Max Siegel; Shutter Island by Dennis Lehane

BUCKET LIST: Attend Wimbledon; meet a living U.S. president; safari in Africa; witness social media take hold in pharma

ISSUE OF GREATEST CONCERN: Becoming a greener person for the planet

TOP IPOD DOWNLOADS: The Stevie Wonder complete collection and the Academy Award nominated films from 2010

SCREENSAVER: Top 25 photos from global travels

MOST UNUSUAL PLACE VISITED: The crawl space under his home — a frightening graveyard of the previous owner's forgotten tools, window screens, spare lumber, etc.

UNDER THE CLOAK OF INVISIBILITY: Follow sad people around all day and whisper a running narrative to cheer them up

life motto is: Find balance, it's out there somewhere — and, for goodness sake, have a good sense of humor. ♦

WHO'S ON THE LIST — 2010

Indexed by Company Affiliation

Anavex Life SciencesCameron Durrant, M.D.
 ApotheComDavid Dunn
 Astellas Pharma USMargaret Long
 AstraZenecaDavid Brennan
 bioCaptureJohanna Allston, Ph.D.
 C3iRobert Piwko
 CegeDim DendriteAngela Miccoli
 Cipla Ltd.Yusuf Hamied, Ph.D.
 ClearTrialMike Soenen
 closerlookDavid Ormesher
 CognizantNagarajan Srivatsan
 Complete GenomicsClifford Reid, Ph.D.
 Daiichi SankyoJoe Pieroni
 Delta PharmaChristina Fleming, Ph.D.
 Derycz ScientificPeter Derycz
 Diagnostics for AllUna Ryan, Ph.D.
 DWA Healthcare
 Communications GroupDeborah Wood
 Echo Torre LazurBill McEllen
 eClinical SolutionsSusan Bornstein
 EMD SeronoJames Hoyes
 EpocratesRose Crane
 eResearch TechnologyJoel Morganroth, M.D.
 Excel Life SciencesVijai Kumar, M.D.
 Fate TherapeuticsSheng Ding, Ph.D.
 FDAMichael Marcarelli, Pharm.D.
 Firecrest ClinicalBrendan Buckley, M.D., D.Phil.
 GenentechCarol Wells
 GeoVaxRobert McNally, Ph.D.
 Group DCARob Likoff
 GSWBruce Rooke
 Halloran Consulting GroupLaurie Halloran
 Harrison & StarLarry Star
 Healthy Advice NetworksTom Campbell
 Horizon PharmaTim Walbert
 HRA PharmaErin Gainer, Ph.D.
 HumedicaMichael Weintraub
 i3Glenn Bilawsky
 iGuard.org, a Quintiles Co.Hugo Stephenson, M.D.
 INC ResearchSilvia Zieher, M.D.
 Intouch SolutionsWendy Blackburn
 ISTA PharmaceuticalsVicente Anido Jr., Ph.D.
 Johnson & JohnsonAlex Gorsky
 Johnson & JohnsonKevin Scott
 Kantar HealthLynnette Cooke
 KendleCandace Kendle, Pharm.D.
 Leslie Gaber AssociatesLeslie Gaber
 Lux Capital ManagementRobert Paull
 MannKindAlfred Mann
 The Medical Affairs
 CompanyJennifer King
 MediciGlobalNick Halkitis
 Medicus Life BrandsLisa Ebert
 Medidata Solutions
 WorldwideGraham Bunn, Ph.D.

MerckJeff Berkowitz
 MerckRichard Branton
 MicroMass
 CommunicationsJamie Cobb
 Millennium: The Takeda
 Oncology Co.Deborah Dunsire, M.D.
 Nigerian NAFDACPaul Orhii, M.D., Ph.D.
 NovartisDavid Epstein
 NovartisJoe Jimenez
 NovartisTed White
 Oceana TherapeuticsJohn Spitznagel
 Octagon Research SolutionsJames Walker
 Ogilvy CommonHealthScott Watson
 Omnicare Clinical ResearchJames Pusey, M.D.
 On-Q-ityMara Aspinall
 OutcomeRichard Gliklich, M.D.
 PalioDan Bobear
 Pfizer (formerly)Mohan Bangalore, Ph.D.
 PfizerCraig Lipset
 PfizerPaulash Mohsen
 PfizerJoe Shields
 PharmaNetJeff Trotter
 PHT Corp.Barbara Marino, Ph.D.
 Physicians InteractiveDevin Paullin
 Pink TankMarcee Nelson
 PPDRandy Anderson, Ph.D.
 Publicis Healthcare
 Communications GroupNick Colucci
 Publicis Medical EducationLeo Francis, Ph.D.
 Publicis Touchpoint
 SolutionsRick Keefer
 Purohit NavigationAhnal Purohit, Ph.D.
 QformaAlan Reichg
 QPharmaJeff Boatman
 Quotient BioresearchPeter Scholes, Ph.D.
 Regan Campbell Ward
 GroupDan Hassan
 RocheMaryann Szabo
 Roska HealthcareJay Bolling
 Sanofi-AventisMichael Agard
 Sanofi-AventisChris Viehbacher
 Shire Human
 Genetic TherapiesWilliam Ciabrone
 Snow CompaniesBrenda Snow
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 Vertex PharmaceuticalsCraig Sorensen, Ph.D.
 WishboneSteve Hamburg
 Wolfe LaboratoriesJanet Wolfe, Ph.D.
 Y BrandVince Parry



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AstraZeneca



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CegeDim Dendrite



Bill McEllen
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James Hoyes
EMD Serono



Rob Likoff
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Dr. Graham Bunn
Medidata



Jamie Cobb
MicroMass Communications



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Joanne Duckman
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