

SPECIAL ISSUE

July/August 2008

# PharmaVOICE

THE FORUM FOR THE INDUSTRY EXECUTIVE

**100**

of the Most  
Inspiring People

**100**

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Printed in the U.S.A.  
Volume Eight, Number Seven

**PharmaVOICE** (ISSN: 1932961X) is published monthly except August and December, by PharmaLinX LLC, P.O. Box 327, Titusville, NJ 08560. **Periodicals postage paid** at Titusville, NJ 08560 and additional mailing offices.

**Postmaster:** Send address changes to PharmaVOICE, P.O. Box 292345, Kettering, OH 45429-0345.

**PharmaVOICE Coverage and Distribution:** Domestic subscriptions are available at \$190 for one year (10 issues). Foreign subscriptions: 10 issues US\$360. Contact PharmaVOICE at P.O. Box 327, Titusville, NJ 08560. Call us at 609.730.0196 or FAX your order to 609.730.0197.

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**P**harmaVOICE is delighted to publish the fourth annual special issue featuring 100 of the most inspiring individuals in the life-sciences industry. This issue has become one of my favorites and, from all accounts, one of yours as well.

What's not to love? This issue celebrates the men and women of the industry who inspire and motivate — good people who are doing great things. These individuals are setting the standard for corporate leadership, research and development, technology enhancement, creativity, marketing, strategy, and more. In an industry that at times is slow to change, these individuals are having a positive impact through their actions.

We want to thank all of our readers who took time out of their busy schedules to nominate their choices for this year's PharmaVOICE 100. The nominations started to roll in Aug. 1, 2007, with the last entry being posted May 1, 2008, at 11:59 p.m. In those nine months we received thousands of entries, which reaffirmed what many of us have known for some time: real-life heroes do exist in this industry, an industry that is often maligned and misunderstood.

This outpouring of support has been exciting and challenging. As you might imagine, each year the selection process becomes more difficult. With thousands of nominees to consider, our staff relies on not only the number of nominations received, but the write-ups themselves, which provide comprehensive accounts as to how and why an individual provided inspiration or motivation. We also take into account an individual's extracurricular activities, such as community service, involvement with industry-related organizations and associations, and philanthropic activities. We also consider how an individual leads his or her organization, group, or team. We look for leaders who provide guidance and mentorship to colleagues inside their own companies as well as to those beyond their corporate landscape. We celebrate individuals who are acting as change agents to improve the industry's performance and reputation.

Each year we strive to give you more personal insights into the PharmaVOICE 100. As such, we asked our industry leaders to provide us with the two adjectives that they believe best describe themselves. Hands

As the world embraces different media options, so do we. We are happy to provide you with access to these and other thought leaders through Podcasts, Videos, whitepapers, and, of course, print.

down the resounding consensus of responses included passion and compassion, with healthy doses of integrity, candor, and innovation thrown in.

These individuals are indeed passionate about the sectors they serve — pharma, biopharma, biotech, contract research, clinical research and development, patient education, patient recruitment, advertising, technology, and many others — as well as the overall industry. They are committed to doing the right thing for the right reasons.

To make the issue easier to navigate, we have divided the honorees into categories that we think best capture their skill sets and expertise. Please note, however, that many of this year's honorees could easily fit into several of the following sections: commanders and chiefs, entrepreneurs, change agents, brand champions, researchers & scientists, patient advocates, technologists, and mentors.

I hope you enjoy getting to know this distinguished group as much as we did. With a special thanks to Cathy Liszewski for her design and to Kim Ribbink for writing the profiles, and on behalf of the rest of editorial team of PharmaVOICE — Denise Myshko, Robin Robinson, and Carolyn Gretton — I want to thank our 100 for making this issue possible. We look forward to many more inspiring conversations, and we can't wait to see who makes next year's list. Submit your nomination for 2009 now!

Taren Grom  
Editor

# The PharmaVOICE 100

## FULL THROTTLE FOR CHANGE

Aside from Rick Keefer's broad knowledge of and expertise in the healthcare industry that allow him to run a successful business, it is his unwavering focus on customer service that helps differentiate Publicis Selling Solutions.

**For many the change the industry has been undergoing has been a destabilizing force, but for Rick Keefer it's an opportunity to demonstrate the industry's commitment to health and the community.**

Mr. Keefer has been active as a thought leader and a change agent, helping biopharma respond to the many market challenges it faces today. He consults regularly with numerous big pharma, emerging pharma, and biotech organizations to provide guidance and solutions for their need to reach patients, physicians, and managed care organizations. With a deep-seated belief in the industry and the value it brings to society in general, Mr. Keefer is committed to playing a role in restoring a positive view of the industry's value.

He puts this into action in his role at Publicis Selling Solutions Group, significantly impacting business growth and culture since joining the company a couple of years ago. He led the company through a transformational change that empowers all employees to embrace and take responsibility for execution and customer satisfaction.

Although his pharmaceutical expertise is his foundation, he has successfully been able to step outside of his former role and transform himself into a service provider.

The word "no" is just not a part of Mr. Keefer's vocabulary. He takes winning very seriously, both for himself and the clients he serves.

Mr. Keefer has a rare ability to establish his vision within an organization, to include all employees in the process, and to make all feel they are integral players in serving the customer.

Instead of waiting for people to shine, Mr. Keefer shines the light on them, emphasizing their talents, giving them confidence, and allowing them to make a difference in the company. He motivates employees to approach projects with a glass-half-full mentality and he gives credit when it is due, continually recognizing his employees, their ideas, and successes.

With a true open-door policy and a refreshing candidness about him, Mr. Keefer works alongside his team with candor and integrity, yet at the same time he makes decisions assertively and with poise when called for. And he takes time to step back once in a while, recognizing the importance of having fun along the way.

Giving back to both the industry and the community at large, Mr. Keefer is a member of the Healthcare Businesswomen's Association (HBA), serving

**NAME:** Rick Keefer

**TITLE:** President

**COMPANY:** Publicis Selling Solutions

**EDUCATION:** B.S., Marketing Accounting, West Virginia State University

**PLACE OF BIRTH:** S. Charleston, WV.

**ON HIS READING LIST:** History, medical, detective, and military novels; anything from Tom Clancy, John Grisham, Dan Brown, Patricia Cornwell, and E.B. Griffin

**FAMILY:** Wife, Luz; two sons — Brian, 29, and Brad, 24

**FIRST JOB:** Lawn mowing service, age 12

**HOBBIES:** Golfing, woodworking, hunting, fishing, and riding his Harley-Davidson motorcycle

**NEXT ON HIS LIST TO ACCOMPLISH:** Building a grandfather clock and taking a long-distance trip on his Harley-Davidson

PASSIONATE.

COMPETITIVE.

on the HBA Metro Chapter Board. He initiated Publicis' quarterly volunteer days, when employees contribute a day of service to a local nonprofit group. His involvement and corporate alliance with Isles Inc., a nonprofit community development and environmental organization working in Trenton, N.J., which fosters more self-reliant families in healthy sustainable communities, is just one of several organizations he takes to heart.

**GETTING PERSONAL** *David (Rick) Keefer is President of Publicis Selling Solutions Group (psellingsolutions.com), Lawrenceville, N.J. Before joining the company in August 2006, he was Senior VP, Commercial Operations, for Biovail Pharmaceutical. Mr. Keefer has been in the pharma and health-care business since 1975, working for Pharmacia, Wyeth-Ayerst Laboratories, and A.H. Robins Co., where he began his career as a territory sales specialist.*



# RICK KEEFER

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