The Leadership Doctor

AS LEADER OF THE GLOBAL PHARMACEUTICAL COMPANY NOVARTIS, DANIEL VASELLA, M.D., HAS TAKEN THE COMPANY TO STRONG OPERATIONAL HEIGHTS while developing a patient-focused vision for the future and a corporate culture that thrives on innovation.

His impact and influence on the Novartis vision has been extraordinary. Dr. Vasella combines a physician’s compassion for patients with business savvy to bring healthcare solutions to society, which has resulted in significant organizational change at Novartis.

Today, the company is striving to be less of a pharmaceutical multinational corporation and more of a global provider of patient-driven care that is focused on diversity, good corporate governance, and human-resource development.

A charismatic leader, Dr. Vasella is not afraid to take a risk or a position that may be outside the industry norm if it is in the best interest of patients.

One example was his decision to bring Gleevec to market and then to make a commitment that any patient with a need for the product could find treatment through the Patient Assistance Program.

Another example is his belief that innovative pharmaceuticals and generics are both necessary components of a well-functioning healthcare system, since each drives the other to improve, offering better products at more affordable prices. With that in mind, Novartis acquired two generics companies, Hxal AG and Eon Labs, in February 2005, giving the company a leading position in the sector.

Elsewhere, he expanded the company’s portfolio into vaccines and diagnostics with the April 2006 acquisition of Chiron.

Beyond Novartis, Dr. Vasella is influencing and driving change across the industry. As president of the International Federation of Pharmaceutical Manufacturers and Associations, a position he has held since October 2004, Dr. Vasella has led the push for greater clinical-trial transparency with the launch of a portal that gives doctors, healthcare providers, patients, and their families greater access to information.

A rare and visionary CEO and a second time PharmaVOICE 100 winner, Dr. Vasella has helped Novartis gain a reputation as an innovator company with ethics.

THREE DECADES AFTER GENENTECH WAS FOUNDED ON A PLATFORM OF NEW SCIENCE AIMED AT CHANGING THE COURSE OF MEDICINE, Arthur Levinson, Ph.D., continues to deliver on the original vision and propel the company toward farsighted goals.

Dr. Levinson joined the company as a senior scientist more than 25 years ago, and his heart has never strayed far from the lab. He has fostered a culture that remains committed to four guiding principles: strong science, long-term planning, excellent execution, and people. And he strives to maintain the company’s special culture in the midst of rapid growth.

Believing people are the company’s most important asset, Dr. Levinson is committed to three guiding principles: strong science, commitment to patients, and support of its people.

So far his mandate is paying off. Since 2000, the company’s pipeline has grown to more than 40 projects. Its portfolio of marketed products remains among the largest in the industry and has expanded into the field of immunology.

Moreover, the company continues to be listed by several publications as one of the 100 best companies to work for, and in 2006, the company took the top position on Fortune’s list.

A highly respected leader, Dr. Levinson also drives the company’s philanthropic efforts and encourages employee volunteerism. Last year, the company donated about $200 million in drugs to more than 18,000 uninsured patients as part of its Access to Care Foundation and donated more than $21 million to various independent public charities that offer copay assistance to eligible patients. Genentech also provided about $15 million in financial support to a variety of nonprofit organizations in local communities in 2005, and the company has worked to help improve health-science education and strengthen many other educational, civic, and community-based groups.

A long-serving member of the Genentech team, Dr. Levinson joined the company as a senior scientist in 1980, moving into progressively more senior positions before being named chairman and CEO in July 1995. The dream, which was made real 30 years ago by Bob Swanson and Herb Boyer, remains safe in the visionary and enthusiastic hands of Dr. Levinson.