

Pharma **VOICE**

THE FORUM FOR THE INDUSTRY EXECUTIVE

100

of the Most
Inspiring People



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Taking Inspiration to the Next Level

THIS IS OUR FAVORITE ISSUE OF THE YEAR, AND WE HOPE IT'S YOURS TOO. It has been a joy and a privilege to have had a chance to get to know this year's PharmaVOICE 100. They certainly illustrate what it means to think bigger, do more, and lead with passion and integrity. It's no surprise that you, our readers, have identified this year's class as some of the most inspiring, motivating, and outstanding leaders in the life-sciences industry.

This special issue, now in its seventh year, has become one of the most-anticipated publications of the year. And it is our extreme pleasure to once again showcase these men and women who are providing exemplary leadership, driving change, innovating in the clinic and the market, and fostering relationships to position the industry in the best way possible to serve the ultimate stakeholders: patients.

This special publication, which has become known as the feel-good issue of the year, is packed with in-depth profiles showcasing each leader's story. To make the issue easy to navigate, we have divided the honorees into categories that we believe best capture their expertise, which is no easy feat as each 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, patient advocates, and technologists.

With thousands of nominations to consider, our editorial team relies on the personal accounts from our readers that describe why these individuals are special. So we thank all of you who took time out of your busy schedules to nominate the individuals who have made, and continue to make, a difference in your careers, lives, and organizations. We also want to thank all of our PharmaVOICE 100 honorees for taking the time to share their personal stories with us.

Please join us in extending warm congratulations to our esteemed group. I hope you enjoy getting to know them as much as we did; send us your feedback. Don't forget to check out the exclusive bonus content found only in our digital edition, which can be accessed via the QR code at the end of each profile. We can't wait to see who makes next year's list. Submit your nominations for 2012 now.

Regards,

Taren Grom
Editor

tgrom@pharmavoiced.com

Their Word...

DENISE MYSHKO
Managing Editor



I'm inspired by the commitment this year's PharmaVOICE 100 honorees have made to giving back to their communities.

ROBIN ROBINSON
Senior Editor



When I read the PV 100, I am humbled by the number of people in this industry who get up every morning with the intent to make lasting contributions to healthcare. From science to sales, molecule to market, they are adept at making a difference.

KIM RIBBINK
Features Editor



I am inspired by the leaders who step out of the comfort of their own successes to help others, however big or small that contribution.

CAROLYN GRETTON
Contributing Editor



I am truly impressed by the creativity and innovation represented by the PV 100, as well as their dedication to the people around them.

COMING in September

- > Customer-Centric Segmentation:
 - Physician/Patient Targeting
- > Mentoring
- > Regenerative Medicine
- > Emerging Market — Mexico
- > Showcase Feature — Data Management

Who's on the List — 2011

Indexed by Company Affiliation



Neil Weisman
Blue Chip
Healthcare Marketing



David Ormesher
closerlook inc.



Fran Heller
Exelixis



Dr. Javier Revuelta Pérez
INC Research



Darlene Dobry
Ogilvy CommonHealth
Medical Marketing



Dr. Uwe Tigör
Palio



Ahsan Awan
PharmaLink



Jeff Sweeney
RCW McCann
Healthcare



Kurt Mueller
Roska Healthcare
Advertising



Mark Willmann
Torre Lazur Healthcare
Group

Acorda Therapeutics	Andrew Blight, Ph.D.	Infinity Pharmaceuticals	Julian Adams, Ph.D.
ACT Biotech Inc.	Ali Fattaey, Ph.D.	Johnson & Johnson	Lars Merk
Acucela Inc.	Ryo Kubota, M.D., Ph.D.	Kendle	Stephen Cutler, Ph.D.
Alliance Healthcare Information LLC	Mary Anne Greenberg	MCS Healthcare Public Relations	Calep A. (Joe) Boyd III
Almac Group	Sir Allen McClay	MediciGlobal	Duncan Shaw
The Avoca Group Inc.	Patricia Leuchten	Medidata Solutions	Andrew Newbigging
AXON US	Mario Nacinovich	Medimix International	Henry Gazay
Beardsworth Group	Donna Beardsworth	MedImmune	Tristan Vaughan, Ph.D.
Benchmark Research	Mark Lacy	MedImmune	Gail Wasserman, Ph.D.
Blue Chip Healthcare Marketing	Neil Weisman	MicroMass Communications	Alyson Connor
Bristol-Myers Squibb	Michael Castagna, Pharm.D.	Millennium: The Takeda Oncology Company	Joseph Bolen, Ph.D.
Bristol-Myers Squibb	Sarah Wharmby	Molecular Profiles Ltd.	Nikin Patel
Catabasis Pharmaceuticals	Michael Jirousek, Ph.D.	Novartis	Joe Jimenez
Cegedim Compliance Solutions	William Buzzeo	Novartis AG	Kim Stratton
Cempra Pharmaceuticals	Prabhavathi Fernandes	Oceana Therapeutics Inc.	David Tierney, M.D.
Centerphase Solutions Inc.	Beth Harper	Ogilvy CommonHealth Medical Marketing	Darlene Dobry
Cephalon Inc.	Frank Baldino Jr., Ph.D.	Onyx Pharmaceuticals	N. Anthony Coles, M.D.
ClearPoint	Philip McCrea	Palio	Uwe Tigör, M.D.
Clinica Responsable Operativa	Marlene Llopiz, M.D.	The Patient Recruiting Agency	Lance Nickens
Clinical Practice Insights LLC	Tiffany Patrick	PDR Network	Edward Fotsch, M.D.
ClinStar	David Passov	Pennsylvania Biotechnology Center	Timothy Block, Ph.D.
closerlook inc.	David Ormesher	Pfizer Inc.	Freda Lewis-Hall, M.D.
Compass IRB LLC	Matthew Baker	PharmaLink Inc.	Ahsan Awan
Cordis Corp., a J&J company	Ryan Saadi, M.D.	PHT Corp.	Philip Lee
Core Principle Solutions	Pam Rattanant Ferris	PPD	Henrietta Ukwu, M.D.
CryerHealth	Donna Cryer	Prism Ideas	James Sawyer, MBChB
Dudnyk	Frank Powers	Publicis Touchpoint Solutions	Rick Keefer
Duke Clinical Research Institute	Elizabeth Reid	Purdue Pharma LP	Mitchell Katz, Ph.D.
eClinical Solutions	Katrina Rice	Qforma	Roger Jones, Ph.D.
Eli Lilly and Co.	John Lechleiter, Ph.D.	QualityHealth	Robert Rebak
EMD Serono	Howard Mayer, M.D.	Quintiles Inc.	Amir Kalali, M.D.
Euro RSCG Life Catapult	Jeffrey Hoffman	RCW McCann Healthcare	Jeff Sweeney
evoke interaction	B. Reid Connolly	Roska Healthcare Advertising	Kurt Mueller
Exelixis	Fran Heller	Sanofi	Dennis Urbaniak
Flaum Idea Group	Sander Flaum	Sanofi	Christopher Viehbacher
Frestedt Inc.	Joy Frestedt	Seaside Therapeutics	Randall Carpenter, M.D.
GeoVax Inc.	Harriet Robinson, Ph.D.	Shire Human Genetic Therapies	Sylvie Grégoire, Pharm.D.
GlaxoSmithKline	Alex Lancksweert	The Snow Companies	Nadine McGowan
GlaxoSmithKline	Philip Priest	The Snow Companies	Michael Simone
GlaxoSmithKline	Darielle Ruderman	Spaulding Clinical	Yolanda Davis
GSW Worldwide	Joseph Daley	Stiefel, a GSK company	William Humphries
GSW Worldwide	Tyrone Curran	Sunovion Pharmaceuticals	Nobuhiko Tamura
Harrison and Star Healthcare Regional Marketing	Scott Weintraub	Synergistix	Don Schenker
Healogix	Harris Kaplan	Teva Women's Health	Keeshia Muhammad
Histogen	Gail Naughton, Ph.D.	TGAS Advisors	James Mercante
Hospira Inc.	Sumant Ramachandra, M.D., Ph.D.	Torre Lazur Healthcare Group	Mark Willmann
i3	Gregg Dearhammer	United BioSource Corp.	Annette Stemhagen, Dr.PH
ICON Clinical Research	Bill Taaffe	Veeva Vault	Jennifer Goldsmith
IDEA Pharma	Mike Rea	Vertex Pharmaceuticals	Fredrick Van Goor, Ph.D.
INC Research	Javier Revuelta Pérez, Ph.D.		
Inclinix	Linda Goldman		

◆ Instinctive *Innovators*

These experts in the clinical arena are evolving research and development practices, technologies, and development models to help bring new products to market faster, more cost-effectively, and with improved safety profiles.

Annette **STEMHAGEN**, Dr.PH. PUBLIC ADVOCATE

Annette Stemhagen, Dr.PH., senior VP, safety, epidemiology, registries and risk management, United BioSource Corp., has more than 30 years of public health epidemiological research experience, with 20 years in safety surveillance of pharmaceutical, biotech, and vaccine products.

Her specific expertise is in the design, im-

plementation, and analysis of epidemiologic studies, registries, large streamlined safety studies, and actual use and observational studies for products in Phase IIIb and postapproval. Further, Dr. Stemhagen has designed and evaluated risk assessment studies, including more than 10 regulatory-mandated long-term safety studies. She has also developed risk intervention programs, risk management evaluation studies, and Risk MAPS/REMS.

Dr. Stemhagen has a can-do attitude and she is very passionate about the importance of the work she does to support clients' needs to provide patients with safe and effective medicines. Her optimistic outlook carries over into the work she does; she believes solutions can be found for most challenges the industry faces.

Dr. Stemhagen is enthusiastic about epidemiology and furthering patient safety, and while she is a well-known thought leader in the industry, she always has time to help others with their needs.

She pushes herself and others to be their best to achieve their goals, both in their professional and personal lives. Her team is like a family whose members support each other with the same dedication Dr. Stemhagen brings to the field of drug safety.

Dr. Stemhagen leads by example, both with her team and the entire organization, demonstrating that a no-nonsense approach, hard work, and a good sense of humor really can make a difference. She is part of the driving force behind the culture of United BioSource and inspires those around her to be true to themselves and their field of training. **PV**

OPTIMISTIC. ENTHUSIASTIC.

NAME: Annette Stemhagen, Dr.PH.,

CURRENT POSITION: Senior VP, Safety, Epidemiology, Registries and Risk Management, United BioSource Corp.

PLACE OF BIRTH: Trenton, N.J.

EDUCATION: B.A., Biology, University of Pennsylvania, Masters and Doctoral Degrees in Epidemiology from the University of Pittsburgh Graduate School of Public Health

FIRST JOB: Working in a family catering business

FIRST INDUSTRY-RELATED JOB: Associate director, epidemiology, Ciba-Geigy

ALTERNATIVE PROFESSIONS: Professional chef or FBI agent

PROFESSIONAL MENTORS: Dr. Ronald Altman, New Jersey State Epidemiologist; Dr. Gerald Faich, friend and colleague; Patrick Lindsay, UBC mentor

GIVING BACK: Juvenile Diabetes Research Foundation (JDRF), the Barton Center for Diabetes Education, and Scottish Terrier Rescue

AWARDS: UBC Whatever it Takes! Award, 2005; DIA Board of Directors, DIA Outstanding Service Award; Fellow, International Society for Pharmacoepidemiology

WORDS TO LIVE BY: Do whatever it takes

DID YOU KNOW?

Dr. Annette Stemhagen is a Philadelphia Wings indoor lacrosse fan.



Dr. Annette Stemhagen is one of the leading experts in the field of drug safety, periapproval studies, and risk management.

Dr. Annette **STEMHAGEN** • SAFETY EXPERT

Annette Stemhagen, Dr.PH., senior VP, safety, epidemiology, registries and risk management, United BioSource Corp., provides strategic consultative services to pharmaceutical and biotechnology clients in epidemiology, safety surveillance, and risk management. In addition, she assists other UBC groups in developing and implementing creative and innovative study design solutions to meet client needs.



a safety perspective, new products, particularly biotech products, require significant safety monitoring in actual clinical practice. She says methods to do this in a non-interventional way are evolving.

Dr. Stemhagen is active in the International Society for Pharmacoepidemiology and the Drug Information Association. In addition, she was appointed in 2004 as the first industry representative to the FDA Drug

She developed a passion for public health and learned the importance of safety surveillance and the important contribution that epidemiology can make in pharmaceutical and biotech product safety early on in her career as associate director, epidemiology, at Ciba-Geigy. She joined the pharmaceutical company after having worked in government and academia.

Dr. Stemhagen, who has 30 years of experience, says there are significant regulatory agency challenges regarding public health and safety. For instance, the FDA is experiencing increasing congressional oversight and demands for safety, leading to additional requirements imposed on manufacturers. From

Safety and Risk Management Advisory Committee, which she considers to be a true career highlight.

One of the most challenging and yet fulfilling assignments of her career came before the official designation of RiskMAPs and REMS. She and her team assisted pharmaceutical sponsors in designing and implementing one of the first complex controlled access programs that would protect patient safety and minimize risk so that an important therapy could be marketed. Dr. Stemhagen says there were no exact precedents, and the processes and implementation strategies they developed now serve as models in the marketplace.

She holds adjunct faculty appointments at both the University of Pennsylvania School of

Getting Personal with **DR. ANNETTE STEMHAGEN**



FAMILY: Husband; daughter

HOBBIES: Photography, cooking

READING LIST: Mysteries, medical and legal thrillers, and espionage

BUCKET LIST: Spend time in Greece

INSPIRED BY: Her daughter and husband

LIFE LESSONS: Blend intuition and scientific insight when designing periapproval programs

TIME TRAVEL: Back to a less frenetic time without BlackBerrys

Medicine Center for Epidemiology and Biostatistics and the Temple University School of Pharmacy. Dr. Stemhagen is a fellow of the International Society for Pharmacoepidemiology.

It is important to Dr. Stemhagen to assist others who in the earlier stages of their careers are dealing with the challenges and opportunities of conducting clinical and observational research for pharmaceutical and biotech products.

She has been a mentor for several masters and doctoral students at the universities where she has faculty appointments. Dr. Stemhagen says these experiences are mutually beneficial, as she learns a great deal from the students' perspective, as well as their more recent classroom experience. **PV**