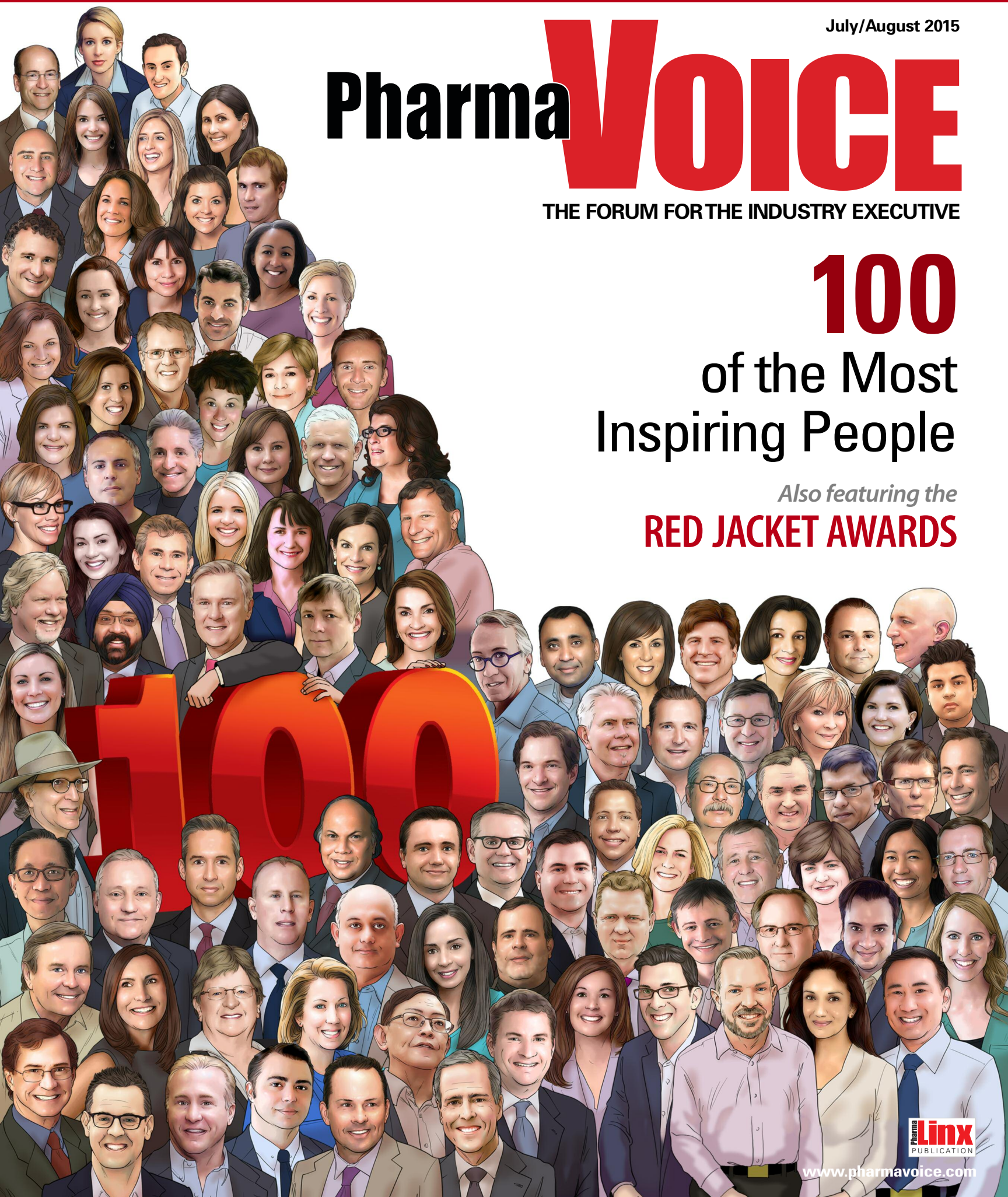


# PharmaVOICE

THE FORUM FOR THE INDUSTRY EXECUTIVE

**100**  
of the Most  
Inspiring People

*Also featuring the*  
**RED JACKET AWARDS**





## Celebrating Inspiration

When we first conceptualized this special issue 11 years ago, the idea was that it would be nice to showcase the people who are having a positive impact on the industry. We didn't know then that this issue would come to mean so much more than a metaphoric high five. Over the years we have profiled some of the biggest names in the industry as well as the unsung heroes, each of whom are committed to making a difference to the lives of patients as well as their employees, colleagues, companies, and communities.



Each and every year, the inspirational stories of the PharmaVOICE 100 honorees, and now the recipients of our Red Jacket award, re-energize me and prompt me to imagine what's possible. And as you will read in this special issue, the possibilities are awe-inspiring — new and enhanced business models with the patient as the nucleus, scientific breakthroughs being driven by research and development innovations and clinical process improvements, innovative communication and marketing messaging, enhanced talent development techniques, and much more. We hope you are likewise motivated to create your own spark to make a difference.

These dedicated company leaders, entrepreneurs, change agents, researchers and scientists, clinical experts, regulators, marketers and creatives, patient advocates, mentors, and technologists are dedicated to transforming and evolving the healthcare industry. They represent every aspect of the healthcare ecosystem united by a common bond: to make a difference.

Once again, we are showcasing these 100 individuals as identified by you, our readers, for being outstanding leaders in guiding their teams and companies to success. They are innovators creating new opportunities and visionary products and companies to address the future of healthcare, and philanthropists, who are giving back personally and through their companies to local, national, and global organizations that provide goods and services to those in need.

In addition to the thoughtful profiles showcasing each individual, we have compiled several informative articles that capture these industry leaders' insights on the topics of innovation, challenges and opportunities, and mentoring, which can only be found online in our bonus content; so please log onto [pharmavoice.com](http://pharmavoice.com) to read more from our PharmaVOICE 100 honorees.

With thousands of nominations to consider, we rely on the personal accounts from our readers that describe why these individuals are inspirational. So thanks to all of you who took time out of your busy schedules to nominate the individuals who have made, and continue to make, a difference to the industry, 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 this esteemed group of individuals.

Taren Grom  
Editor

# Who's on the List — 2015

Indexed by Section



**Michael R. Hayden, Ph.D.**  
Teva Pharmaceutical  
Industries Ltd.



**Dr. Stanley Crooke**  
Isis Pharmaceuticals Inc.



**Dr. Boris Kushkuley**  
Intouch Solutions



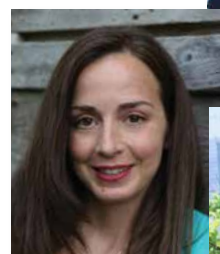
**Dr. John Orloff**  
Baxalta US Inc.



**Dr. Michael Gibertini**  
INC Research



**Dr. Lisa Jenkins**  
Virtual Regulatory  
Solutions Inc.



**Mary Rose Rogowski**  
PulseCX



**Margaret Helmig**  
Ogilvy Healthworld



**Dr. Stella Blackburn**  
Quintiles



**Tim Slevin**  
Veeva Systems

## COMMANDERS & CHIEFS

Dr. Michelle Berrey.....Chimerix  
Rob Cosinuke.....athenahealth and Epocrates  
Jim Curtis.....Remedy Health Media  
Dr. Bruce Feinberg.....Cardinal Health Specialty  
Solutions  
Lisa Giles.....Giles & Associates Consultancy Inc.  
and Optivara Inc.  
Peter Goldschmidt.....Sandoz Inc.  
Dr. Michael Hayden.....Teva Pharmaceutical  
Industries Ltd.  
Kim Johnson.....Palio, an inVentiv Health Company  
Michelle Keefe.....Publicis Touchpoint  
Solutions Inc.  
Cynthia LaConte.....Dohmen Life Science Services  
Dr. Guillaume Leroy.....Sanofi Pasteur, Sanofi group  
Dr. Melissa Manice.....Cohero Health  
Matt McNally.....Publicis Health Media  
Mike Menta.....Campbell Alliance  
Steven Michaelson.....Calcium USA  
Jules Mitchell.....Target Health Inc.  
Dr. Edmundo Muniz.....Certara  
Dr. Stuart Peltz.....PTC Therapeutics Inc.  
Chris Perkin.....Altasciences  
Mike Rea.....IDEA Pharma  
Jim Robinson.....Astellas Pharma US Inc.  
Maryellen Royle.....Tonic Life Communications  
Dr. Niranjan Sardesai.....Inovio Pharmaceuticals  
Christi Shaw.....Novartis Pharmaceuticals Corp.  
Leo Sheridan.....Advanced Clinical LLC  
Keith Stenlund.....AbelsonTaylor Inc.  
Mark Timney.....Purdue Pharma LP  
Timothy Walbert.....Horizon Pharma plc  
Neill "Gobie" Walsdorf, Jr.....Mission Pharmacal  
Company  
Dr. Jean-Pierre Wery.....Crown Bioscience Inc.  
Thomas Wicks.....TrialScope Inc.  
Dr. Glynn Wilson.....TapImmune Inc.  
Rachael Wyllie.....CRF Health  
Ceci Zak.....DAS-Omnicom

## ENTREPRENEURS

Dr. Stanley Crooke.....Isis Pharmaceuticals Inc.  
William Drummy.....Heartbeat Ideas  
Melissa Easy.....DrugDev  
Elizabeth Holmes.....Theranos  
Max Kanevsky.....Pinnacle 21 LLC  
Laura Liotta.....Sam Brown Inc. Healthcare  
Communications  
Dr. Dena Marrinucci.....Epic Sciences Inc.  
John Nosta.....NostaLab  
Jennifer Peters.....Greenphire Inc.  
Dr. Theodore Search.....Skipta LLC  
Deborah Wood.....DWA Healthcare Communications  
Group

## CHANGE AGENTS

Ric Cavieres.....Ernst & Young LLP  
Remo Colarusso Jr.....Janssen Supply Group LLC  
Dan Diaz.....SPRI Clinical Trials  
Richie Etwaru.....IMS Health  
Thomas Hospodar.....Sunovion Pharmaceuticals Inc.  
Marc Kikuchi.....AmerisourceBergen Corp.  
Dr. Boris Kushkuley.....Intouch Solutions  
Sarah Mandracchia.....BBK Worldwide  
Jeanine O'Kane.....Biosector 2, part of inVentiv Health  
Alan Ong.....INC Research  
Tim Pantello.....PwC

## CHANGE AGENTS (continued)

Dr. Scott Plevy.....Janssen Research &  
Development LLC  
Beth Price.....The Medical Affairs Company  
Melinda Richter.....Johnson & Johnson  
Vera Rulon.....Pfizer Inc.  
Dr. Ryan Saadi.....Johnson & Johnson  
Dr. Kirk Shepard.....Baxalta US Inc.  
Marc Sirockman.....Artcraft Health  
Dr. Albert Siu.....Parexel International  
Wendy White.....Dohmen Life Science Services  
Nicole Woodland-DeVan.....Compas Inc.

## RESEARCHERS & SCIENTISTS

Dr. Rakesh Dixit.....MedImmune, a member of  
AstraZeneca Group  
Dr. John Orloff.....Baxalta US Inc.  
Dr. William Strohl.....Janssen Research &  
Development LLC  
Dr. Anish Suri.....Janssen Research & Development LLC  
Dr. Andrew Zupnick.....Novella Clinical,  
a Quintiles Company

## CLINICAL EXPERTS

Dr. Martine Dehlinger-Kremer.....SynteractHCR  
Kara Dennis.....Medidata Solutions  
Dr. Dixie Esseltine.....Takeda Pharmaceuticals  
International Inc.  
Dr. Michael Gibertini.....INC Research  
Patrick Hughes.....CluePoints  
Kevin Kucharski.....Achillion Pharmaceuticals  
Dr. Sandra Lottes.....United BioSource Corp.  
Paulo Moreira.....EMD Serono Inc.  
Dr. Willie Muehlhausen.....ICON plc.  
Dr. Brad Vince.....Vince & Associates Clinical Research

## REGULATORS

Dr. Lisa Jenkins.....Virtual Regulatory Solutions Inc.

## CREATIVES

Mary Rose Rogowski.....PulseCX

## MARKETERS

Osnat Benshoshan.....Sermo  
Margaret Helmig.....Ogilvy Healthworld  
Robert Hogan.....Triple Threat Communications LLC  
Nicole Hyland.....Natrel  
Andy Pyfer.....Fingerpaint

## PATIENT ADVOCATES

Dr. Stella Blackburn.....Quintiles  
Eve Dryer.....Eve Dryer Healthcare Consulting  
Dr. Greg Keenan.....AstraZeneca  
Kristin LaBounty Phillips.....The Patient Experience  
Project  
Dr. Sanjit Singh Lamba.....Eisai Pharmaceuticals  
India Pvt. Limited  
Cheryl Lubbert.....Health Perspectives Group  
Blake Shewey.....Snow Companies  
Stephen Smith.....Medidata Solutions

## MENTORS

David Baker.....Alcobra Pharma  
Michael Pietrack.....TMAC Direct

## TECHNOLOGISTS

Tim Slevin.....Veeva Systems  
Dr. Lihua Yu.....H3 Biomedicine Inc.

# DR. MICHAEL HAYDEN

## Leading the Fight for Cures

**PASSIONATE. COMPASSIONATE.**



An innovator at heart, Dr. Michael Hayden is driven by a deep-seated desire to make the world a better place, making him a truly inspiring leader within Teva, the neuroscience community, and the industry at large.

Internationally renowned geneticist Michael Hayden, M.B., Ch.B., Ph.D., is committed to solving some of the world's most pressing medical problems through scientific discovery.

As the president of global R&D and chief scientific officer of Teva Pharmaceuticals, Dr. Hayden is at the forefront of the fight against neurodegenerative disorders. He is motivated by the knowledge that there are millions of people waiting for news that a cure or relief is in sight for the medical challenges affecting them or their loved ones.

Discovering the role that genes play in coronary artery disease and adverse drug reactions, as well as developing the first predictive genetic test for Huntington's disease are among two career highlights. Dr. Hayden has also identified the genes responsible for a number of disorders, including amyotrophic lateral sclerosis (ALS or Lou Gehrig's disease),

**DRIVEN TO INNOVATE BY  
CURIOSITY**

type 2 diabetes, and pain. He continues to lead research efforts into diseases that have unmet needs, identifying one of the biggest challenges as defining novel ways to prevent and treat neurodegenerative disorders, such as Huntington's disease.

Dr. Hayden leads research and development at Teva where three late-stage clinical trials with novel agents are being conducted to improve symptoms and modify the course of Huntington disease.

Under Dr. Hayden's leadership, Teva continues to find new ways to translate its combined strengths in generic and specialty R&D into innovation, significantly increasing its productivity and expanding the number of life-changing treatments offered to patients. Thanks to these efforts, Teva now ranks among the top seven out of 30 companies with the largest increase in productivity. In 2014, the company also ranked second in a reputation study of neurological patient groups worldwide — the first time Teva was included on The Corporate Reputation of Pharma list. Teva is also unique in that it is the only fully integrated R&D organization in the world encompassing a generic and a specialty portfolio.

"I am committed to capturing these synergies to create novel solutions that address unmet patient needs," Dr. Hayden says.

He inspires his team at Teva by helping them to understand that failure is intrinsic to the work they do; it's important to learn from these failures.

"The challenge is not avoiding failure, but picking ourselves up and having the confidence to keep moving forward," he says.

Dr. Hayden is also committed to fostering the next generation of industrial and academic researchers to continue to perform the legacy of improving care for currently incurable diseases globally. As a professor, he has trained more than 100 researchers from 30 countries, and he continues to mentor scientists in South Africa, Canada, and Singapore.

"My goal is to help them grow and stay optimistic in the face of seemingly insurmountable challenges," he says. "Together, they have the ability to make the impossible possible."

**GETTING TO KNOW...**

### Michael R. Hayden, Ph.D.

**TITLE:** President of Global R&D and Chief Scientific Officer

**COMPANY:** Teva Pharmaceutical Industries Ltd.

**EDUCATION:** FRCPC Internal Medicine, University of British Columbia; American Board Medical Genetics, Harvard Medical School; American Board Internal Medicine, Harvard Medical School; DCH Diploma in Child Health, University of Cape Town; Ph.D. Genetics, University of Cape Town; M.B., Ch.B., Medicine, University of Cape Town

**FAMILY:** Married; four children

**HOBBIES:** Avid art and book collector, hiking

**BUCKET LIST:** Dance at his children's weddings

**AWARDS/HONORS:** Honorary Doctor of Science, University of Gottingen, 2014; Luminary Award, Personalized Medicine World Conference, 2014; The Diamond Jubilee Medal, on behalf of HRH Queen Elizabeth II, 2012; Aubrey J. Tingle Prize, Michael Smith Foundation for Health Research, 2011; Killam Prize, Canada Council of the Arts, 2011; Canada Gairdner Wightman, Gairdner Foundation, 2011; Order of Canada, 2010; Canada's Health Researcher of the Year, CIHR Michael Smith Prize in Health Research, 2008; Prix Galien, Research Category, 2007; Distinguished Scientist Award, Canadian Society of Clinical Investigation, 1998

**ASSOCIATIONS:** Society for Neuroscience; American Society of Clinical Investigation; American Society of Gene Therapy; Royal College of Physicians and Surgeons of Canada; American Federation for Clinical Research; American Association for Advancement of Science; American Society of Human Genetics

Outside of Teva, Dr. Hayden leads an international effort to benefit people impacted by HIV/AIDS in the township of Masiphumelele, outside Cape Town. In collaboration with colleagues around the world, he spearheaded and built a youth recreation center there, which provides confidential support and health-education for at-risk children and youth. **PV**



## Where They Were Born...

FULL NAME	BIRTH PLACE
David Baker	Hackensack, NJ
Osnat Benshoshan	Israel
Dr. Michelle Berrey	Atlanta
Dr. Stella Blackburn	London
Ric Cavieres	Cambridge, UK
Remo Colarusso Jr.	Passaic, NJ
Rob Cosinuke	Philadelphia
Dr. Stanley Crooke	Indianapolis
Jim Curtis	Boston
Dr. Martine Dehlinger-Kremer	Sarralbe, France
Kara Dennis	Oak Park, Ill
Dan Diaz	Minneapolis
Dr. Rakesh Dixit	Lucknow, India
William Drummy	Queens, NY
Eve Dryer	Atlantic City, NJ
Melissa Easy	Sydney, Australia
Dr. Dixie Esseltine	Tillsonburg, Ontario, Canada
Richie Etwaru	Guyana, South America
Dr. Bruce Feinberg	Philadelphia
Dr. Michael Gibertini	Chicago
Lisa Giles	Pennsylvania
Peter Goldschmidt	Höxter, Germany
Dr. Michael Hayden	Cape Town, South Africa
Maggie Helmig	Bay Shore, NY
Robert Hogan	Bronxville, NY
Thomas Hospodar	Ohio
Patrick Hughes	Congleton, Cheshire, UK
Nicole Hyland	Rockville Centre, NY
Dr. Lisa Jenkins	Philadelphia
Kim Johnson	New York
Max Kanevsky	Kishinev, Moldova
Michelle Keefe	Brooklyn, NY
Dr. Greg Keenan	Albany, NY
Kevin Kucharski	Scranton, PA
Dr. Boris Kushkuley	Moldova
Kristin LaBounty Phillips	Burlington, VT
Cynthia LaConte	Milwaukee, WI
Dr. Sanjit Singh Lamba	Chandigarh, India
Dr. Guillaume Leroy	Gournay en Bray, France
Laura Liotta	Vineland, NJ
Dr. Sandra Lottes	Philadelphia
Cheryl Lubbert	West Virginia
Sarah Mandracchia	Teaneck, NJ
Dr. Melissa Manice	Toledo, OH
Dr. Dena Marrinucci	New Hampshire
Matt McNally	Kalamazoo, MI
Mike Menta	Palo Alto, CA
Steven Michaelson	Newark, NJ
Dr. Jules Mitchell	New York City
Paulo Moreira	Angola, West Africa
Dr. Wilhelm Muehlhausen	Kleve, Germany
Dr. Edmundo Muniz	Santo Domingo, Dominican Republic
John Nosta	Perth Amboy, NJ
Jeanine O'Kane	Tarrytown, NY
Alan Ong	Johor Baru, Malaysia
Dr. John Orloff	Waterville, ME
Tim Pantello	Westwood, NJ
Dr. Stuart Peltz	Chicago
Chris Perkin	Watford, Hertfordshire, UK
Jennifer Peters	Hoboken, NJ
Michael Pietrack	Miami
Dr. Scott Plevy	Brooklyn, NY
Beth Price	Edison, NJ
Andy Pyfer	Philadelphia
Mike Rea	Newcastle upon Tyne, UK
Melinda Richter	Goodsoil, Canada
Mary Rose Rogowski	Long Branch, NJ
Maryellen Royle	Downingtown, PA
Vera Rulon	Nyack, NY
Dr. Ryan Saadi	Bangladesh
Dr. Niranjani Sardesai	Pune, India
Dr. Theodore Search	Livingston, NJ
Christi Shaw	Iowa
Dr. Kirk Shepard	Columbus, Ohio
Leo Sheridan	Oklahoma City, OK
Blake Shewey	Durham, NC
Marc Sirockman	Rahway, NJ
Dr. Albert Siu	Hong Kong, China
Tim Slevin	Kearney, NE
Stephen Smith	Oberlin, OH
Keith Stenlund	Wonder Lake, Ill
Dr. William Strohl	Ann Arbor, MI
Dr. Anish Suri	Pune, India
Mark Timney	Sedgefield, UK
Dr. Brad Vince	Michigan
Timothy Walbert	Catasauqua, PA
Neill "Gobie" Walsdorf, Jr.	Orange, CA
Dr. Jean-Pierre Wery	Hal, Belgium
Wendy White	New York
Thomas Wicks	Hamburg, Germany
Dr. Glynn Wilson	Stockport, Cheshire, UK
Deborah Wood	Pittsburgh
Nicole Woodland-De Van	Woodbury, NJ
Rachael Wyllie	Market Harborough, Leicestershire, UK
Dr. Lihua Yu	Hebei Province, China
Ceci Zak	Danbury, CT
Dr. Andrew Zupnick	Lansing, MI

## Born Leaders



# A Global Perspective

## Where they were born?

The **PharmaVOICE 100** may come from all over, but what they have in common is a sincere desire to improve the lives of patients everywhere.

**Max Kanevsky** and **Dr. Boris Kushkuley** were born in the same small country — Moldova. **Dr. Dominic Behan, Ric Cavieres, Patrick Hughes, Dr. Stella Blackburn, Rachael Wyllie, Mike Rea, Mark Timney, Dr. Glynn Wilson, and Chris Perkin** have their roots in the 243,610 square kilometers that make up the United Kingdom. Philadelphians — **Rob Cosinuke, Dr. Bruce Feinberg, Dr. Lisa Jenkins, Andy Pyfer, and Sandra Lottes** — share a dedication to putting patients first.



## BIRTH LOCATIONS

	United States .....	64
	England .....	8
	India .....	4
	Germany.....	3
	Canada.....	2
	China .....	2
	France.....	2
	Moldova .....	2
	Angola.....	1
	Australia .....	1
	Bangladesh .....	1
	Belgium .....	1
	Dominican Republic .....	1
	Guyana.....	1
	Israel .....	1
	Malaysia.....	1
	South Africa .....	1

\* Birth locations were not provided for the remainder of honorees