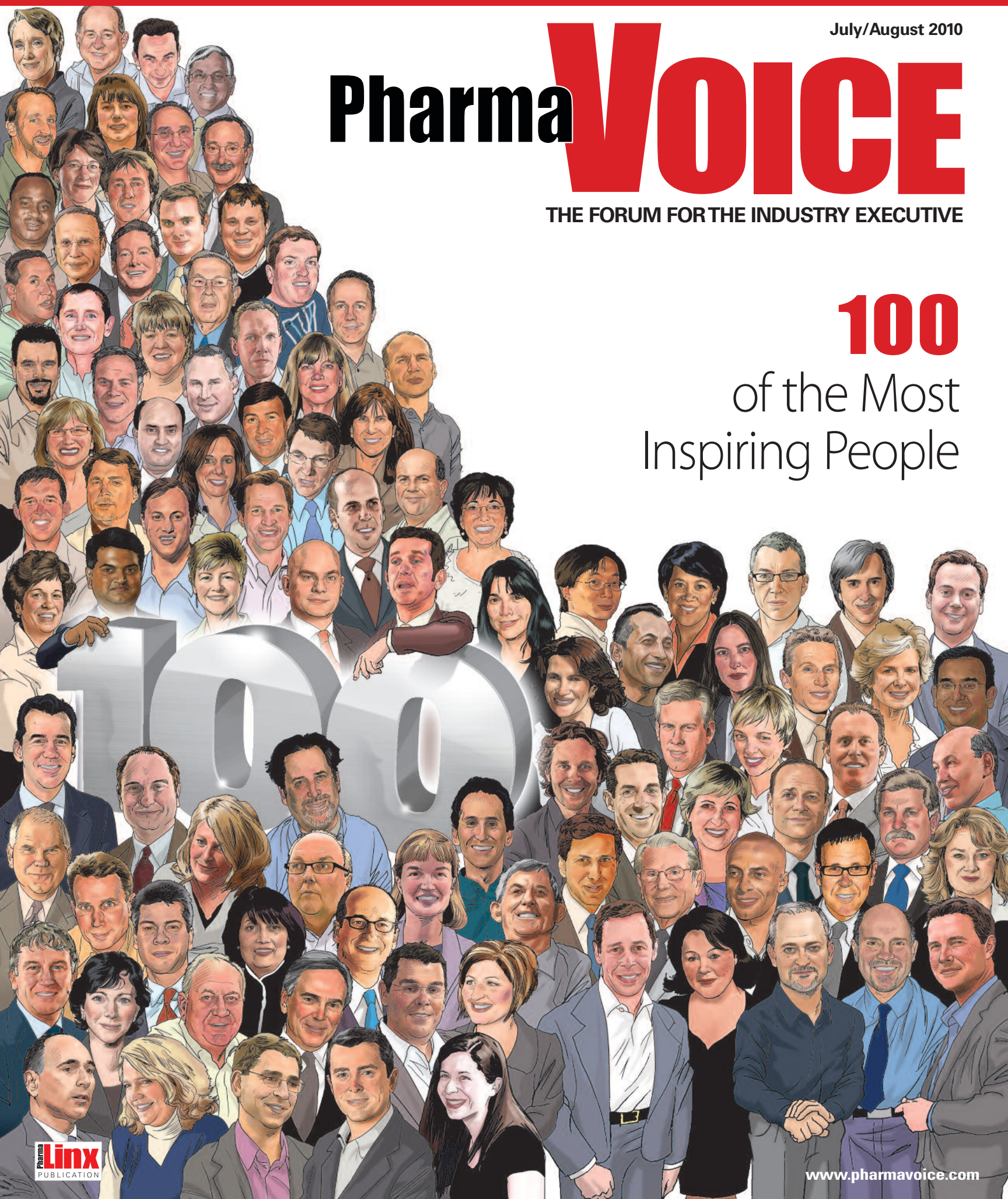


Pharma VOICE

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!

DR. BRENDAN BUCKLEY

CREATING A SEA CHANGE

BRENDAN BUCKLEY M.D., D.PHIL., MAY BE A MAN OF MANY DEGREES AND TITLES, BUT OVERCOMING THE BARRIERS OF POORLY CONDUCTED CLINICAL TRIALS THAT ARE PREVENTING LIFESAVING DRUGS FROM REACHING THE MARKET IS HIS PASSION.

Dr. Buckley's resume is impressive; he is a clinical professor of medicine and pharmacology, European Centre for Clinical Trials in Rare Diseases, at the University College Cork, Ireland, his alma mater.

In addition to Dr. Buckley's extensive and illustrious career at the University College Cork Medical School and as a consultant endocrinologist at the Bon Secours Hospital in Cork, he has participated as a principal investigator (PI) in many global clinical trials.

One of the most challenging assignments of his career involved a clinical trial. In 1997, he was involved with designing the PROSPER trial, which entailed recruiting and randomizing 2,184 participants in Ireland in 46 weeks for the study, and getting a no comment audit report at the end.

It is his many years of experience in clinical development that led him to focus on the often frustrated role of the investigator in clinical research, and explore new and innovative ways to improve investigator site performance.

In 2001, along with a team of fellow principal investigators, Professor Buckley became one of the founders of Firecrest Clinical, an Irish pharmaceutical healthcare company dedicated to driving investigator site performance.

Essentially what is needed, Dr. Buckley suggests, is a fresh approach to the traditional model of training investigators; i.e., the investigator meeting.

While never dismissing the importance of investigator meetings from a networking and



Firecrest Clinical's Co-Founder and Director of Medical Affairs Dr. Brendan Buckley is dedicated to driving site performance through a fresh approach to training investigators.

DID YOU KNOW?

Dr. Brendan Buckley sings opera in a bad baritone, but never knows the words, so he invents pseudo-Italian lyrics ones to cover up.



interactive perspective, he maintains that they are simply failing as a means to educate investigators to a required standard on a clinical study.

His passionate belief in the need for a transformational means of changing the paradigm has given rise to an innovative protocol-based training solution that is a hybrid model of on-the-spot training, both for investigators and their site staff.

Second to Dr. Buckley's commitment to improving drug-development processes is his love of the sea. In fact, his dream job would that of a ship's captain.

So, it's no surprise to anyone who knows the good doctor that his philanthropic efforts extend to helping the Royal National Lifeboat Institution. He is inspired by its extraordinary volunteer crews, who rescue more than 8,000

Innovative. Outgoing.

NAME: Brendan Buckley, M.D., D.Phil., FRCPI

CURRENT POSITION: Founder and Director of Medical Affairs, Firecrest Clinical Ltd. and Firecrest Clinical Inc.

EDUCATION: Medical graduate, UCC, 1979; Doctoral graduate, Biochemistry, Oxford University, 1974; Master of Science, UCC, 1972; Bachelor of Science, University College Cork (UCC), 1970

DATE AND PLACE OF BIRTH: May 7, 1950, Cork, Ireland

FIRST JOB: Postdoctorate fellow

FIRST INDUSTRY-RELATED JOB: Junior doctor in an emergency department

DREAM JOB: Ship's captain

PROFESSIONAL ASSOCIATIONS: Fellow, Royal College of Physicians of Ireland (RCPI); Fellow, Faculty of Pathologists (RCPI); Fellow, Faculty of Sports and Exercise Medicine, Royal Colleges of Physicians and Surgeons

PROFESSIONAL MENTOR: Sir Hans Krebs, who supervised his doctorate, and many teachers in medical school who passed the torch

CONNECTED VIA: LinkedIn and Facebook

WORDS TO LIVE BY: Never be afraid to try

people every year, sometimes in appalling conditions.

He also is involved in various medical charities that fund research for rare diseases, especially muscular dystrophy. ♦

DEGREES OF EXCELLENCE

Getting Personal with

DR. BRENDAN BUCKLEY**FAMILY:** Wife, three children**READING LIST:** My Name is Red by Orhan Pamuk; The Cambridge Companion to Seamus Heaney, Bernard O'Donoghue**HOBBIES:** Sailing, watching rugby, painting**BUCKET LIST:** Visit Antarctica, sell a novel**GIVING BACK:** Royal National Lifeboat Institution; various medical charities involved in funding research for rare diseases, especially muscular dystrophy**INSPIRATION:** Nelson Mandela**TOP IPOD DOWNLOADS:** Planxty Live 2004;

Burn the Black Suit by Juliet Turner; Bryn Terfel Sings Handel

SCREENSAVER: His baby grandniece**LIFE LESSONS:** Noli illegitimi carborundum — bog Latin for “don’t let the bastards grind you down”**MOST UNUSUAL PLACE VISITED:** The ancient Celtic monastic site on Sceilig Mhichil rock, nine miles off the west coast of Ireland**UNDER THE CLOAK OF INVISIBILITY:** Shadow referees at important rugby games involving his team, Munster, and whisper advice to them to correct them

Professor Brendan Buckley, M.D., D.Phil., co-founder and director of medical affairs at Firecrest Clinical, has extensive experience in clinical trials and is a member of numerous independent data and safety monitoring boards for medium to large clinical trials. He also has published extensively on both the results of clinical trials and their methodology.

In addition to his role at Firecrest, Dr. Buckley is extremely active giving back to the clinical community. He is a clinical professor of medicine and phar-

macology in the School of Medicine, University College Cork (UCC), and the National University of Ireland. He is also a consultant physician in endocrinology and metabolism at Bon Secours Hospital Cork, and is director of the European Centre for Clinical Trials in Rare Diseases, UCC.

The list of his other appointments is considerable. Among them are chairman of the Advisory Committee on Human Medicines, the Irish Medicines Board; a member of the Panel of Experts of European Medicines Agency (EMA); a member,

Special Advisory Group on Diabetes and Endocrinology EMA; formerly Ireland’s representative (by Ministerial appointment) to the EMEA Committee on Orphan Medicinal Products (COMP); formerly European Commission appointee as one of three members representing European Academia on the Working Group of Interested Parties on Orphan Medicinal Products of EMEA; chairman of the statutory Anti-Doping Committee of the Irish Sports Council; formerly Chairman of the UK Government regulatory body the Scientific Subcommittee on Pesticides, and Deputy Chairman of HM Advisory Committee on Pesticides; external referee to the EC Directorate-General Research; and member of the Board, the Irish Medicines Board, the national regulator of medicines.

In terms of Firecrest, the company he co-founded in 2001 with a small group of clinical trials investigators to develop solutions to the growing problem of haphazard communications taking place in most clinical trials, 2009 was an exciting year: eight of the top 10 pharmaceutical companies recognized the value of Firecrest’s new model. ♦



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
 CognizantNagaraja 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
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 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
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 The Medical Affairs
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 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
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 Sanofi-AventisChris Viehbacher
 Shire Human
 Genetic TherapiesWilliam Ciabrone
 Snow CompaniesBrenda Snow
 Torre Lazur McCannJoanne Duckman
 UBCChad Clark
 Unigene LaboratoriesWarren Levy, Ph.D.
 Veeva SystemsPeter Gassner
 Venn Life SciencesMarlene Llopiz-Aviles, M.D.
 VerilogueJeff Kozloff
 Vertex PharmaceuticalsCraig Sorensen, Ph.D.
 WishboneSteve Hamburg
 Wolfe LaboratoriesJanet Wolfe, Ph.D.
 Y BrandVince Parry



David Brennan
AstraZeneca



Angela Miccoli
CegeDim Dendrite



Bill McEllen
Echo Torre Lazur



James Hoyes
EMD Serono



Rob Likoff
Group DCA



Jennifer King
The Medical Affairs Company



Dr. Graham Bunn
Medidata



Jamie Cobb
MicroMass Communications



Dr. Ahnal Purohit
Purohit Navigation



Joanne Duckman
Torre Lazur McCann

> A Funny Thing Happened on the Way to the Office...

During the interview process for this issue, we asked our honorees to tell us what are some of the funniest things that have happened to them in the course of their career. It's no surprise that for these road warriors, wardrobe malfunctions top the list. We thank our 2010 honorees for sharing some of their lighter moments with us.

MICHAEL AGARD • SANOFI-AVENTIS US



I was traveling for business in Paris with some colleagues. I had arranged a wake-up call with the hotel. My colleagues called about 1 a.m. to tell me about plans for the following day. Instead of listening to

their phone call, I thought it was the wake-up call and just picked up the phone and hung up. I got out of bed, showered, and got dressed before realizing it was the middle of the night.

DR. JOHANNA ALLSTON • BIOCAPTURE



I was traveling from Vilnius, Lithuania, with a young male colleague. At the airport check-in, I was told that my carry-on bag was too heavy. My colleague's bag was well below the limit, so I removed

some high-heeled shoes and several other heavy items from my bag and put them into his. When we returned to London, we forgot to put our luggage back in order before going to our respective homes. Needless to say, his wife was not amused when he unpacked!

DR. VICENTE ANIDO JR. • ISTA PHARMACEUTICALS



During the early days of ISTA, Tom Mitro, VP of sales and marketing, Lauren Silvermail, CFO, and I were on a roadshow to raise money for the company. We were gone for two weeks visiting seven to 10 investors

per day. This was Lauren's first outing so she was very excited. Toward the end of the first week Lauren was still excited — Tom and I were not. So to entertain ourselves we started hiding things — silverware, salt and pepper shakers, etc. — in Lauren's very large handbag. After a day or so, she was complaining about how heavy it was getting. We finally told her what we had done just before she went through security at Logan Airport in Boston.

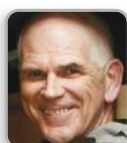
MOHAN BANGALORE • PFIZER

As some of the readers know, Wyeth and GSK are next to one another in Collegeville, Pa. After



resigning from GSK, I had decided to join Wyeth. After exiting GSK on a Friday evening, the next Monday morning I drove straight to GSK building. I realized later that I was not a GSK employee anymore, and I was in the wrong building!

GLENN BILAWSKY • I3



Years ago, an employee had to have a coronary catheterization. When he returned to work, a mixed group of male and female employees questioned him about his procedure. He commented — they were all medical professionals — and then proceeded to drop his pants in the office to show them the catheter insertion site near his groin. It's the most unique human resource case I have ever had to address.

JAY BOLLING • ROSKA HEALTHCARE ADVERTISING



As a 25-year-old account executive, I was convinced I could influence a VP of marketing of a large packaged goods company to partner with our client's Rx brand in a co-promotion effort. Having already been told no on the phone, I persisted by paying him a personal visit at his office in Manhattan (in a beautiful office overlooking Central Park). In addition to it being one of the shortest meetings on record (less than five minutes), I was so nervous, and was sweating so profusely, that I was asked if I was feeling all right and needed to lie down. While funny didn't come to mind at the time, I can only look back upon it and laugh out loud.

RICHARD BRANTON • MERCK



I forgot my shoes on a business trip to Brussels; I had arrived on a Sunday evening and all stores were closed. The next day I had to make my presentation wearing flip-flops.



BRENDAN BUCKLEY • FIRECREST CLINICAL

My colleagues submitted a picture to PharmaVOICE of me halfway up a sailboat mast in shorts.

JAMIE COBB • MICROMASS COMMUNICATIONS



On a photo shoot in Alaska with some clients, we ran into Robin Williams at a local restaurant. He was shooting a movie on location in the same small town. When we introduced ourselves to him, he broke into a spontaneous stand-up routine that spared no one. It was perhaps the most intense 45 seconds of funny I have ever experienced in person.

NICK COLUCCI • PUBLICIS HEALTHCARE COMMUNICATIONS GROUP



When I was a pharma rep in Buffalo, N.Y., I took a key opinion leader physician who spoke with some of my local physicians to Niagara Falls because he had never seen it. I forgot that I crossed the Canadian border with drug samples in the trunk of my car. Let's just say that getting back was difficult after being strip-searched and interrogated for hours! Not funny at the time...but real funny as I look back!

JOANNE DUCKMAN • TORRE LAZUR MCCANN



I had a freelancer show up at work in a mesh shirt with a see-through bra on underneath it. I found that quite funny, although I am not sure she did when I asked her to go home and change.

DR. DEBORAH DUNSIRE • MILLENNIUM: THE TAKEDA ONCOLOGY COMPANY

The airline lost my luggage as I arrived in Japan for meetings with nine different companies. I had two hours to get to the stores in Tokyo to buy a new outfit (top to toe) and found I was in the



really be!

giant category — most of the large sizes were equivalent to a U.S. size 0! I also found out how expensive department stores can

LESLIE GABER • LESLIE GABER ASSOCIATES

Every time I attend a medical convention there is always someone who sees my name tag and says “I didn’t know there really was a Leslie Gaber.”

STEVE HAMBURG • WISHBONE

It was quite a visual.

I was creating a new TV campaign for a product called 2000 Flushes — I kid you not. In order to learn more about the product, I visited the company lab, which was a stadium-sized room containing nothing but toilets.

RICK KEEFER • PUBLICIS TOUCHPOINT SOLUTIONS

As a new pharmaceutical representative for A.H. Robins, fresh from training and decked out in my new shoes and suit, I was making my first visit to the state mental health hospital. The physicians I needed to see were in the locked wards treating the patients, and I had to go through several security points to gain access. On my first visit to the severely ill unit I was required to use a code to operate a secure elevator to access the top floor. When I entered the elevator, a female patient followed me in. The elevator was almost to the top floor when she suddenly lifted her skirt and urinated all over my brand new shoes. The door opened, she exited without a look back, and I was left with wet and somewhat odorous shoes but I still made the call to the physician. Needless to say, I never got on the elevator with a patient again.

JEFF KOZLOFF • VERILOGUE

haven’t heard from him since.

When traveling with colleagues to a qualitative research meeting on the West Coast, a D-list celebrity/rapper thought he and I were long-lost friends from the LA party scene. We exchanged phone numbers, but I

VIJAI KUMAR • EXCEL LIFE SCIENCES

I took my usual Halcion, a sleeping pill, as I boarded a plane for a long flight. When the aircraft developed a technical snag, I was so sound asleep that I had to be carried to the lounge.

ROBERT LIKOFF • GROUP DCA

After complaining for years to my boss that he paid me “peanuts,” he sent me a 100-pound sack of peanuts after a successful launch meeting.

CRAIG LIPSET • PFIZER

I was recently riding the Acela from Washington, D.C., back to New York when a man approached and politely asked if I would not mind changing seats. He was traveling with a group

that wanted to sit together, and I noted that one in his party happened to be the Chairman of the Federal Reserve. There were other empty seats in the next row, and as I gathered my bag I smiled and asked the gentleman “are there any perks that come with giving up a seat for the Chairman of the Fed?” I then realized that Chairman Ben Bernanke was standing behind this man, who stepped forward and answered: “There are no perks that come with my job.”

MARGARET LONG • ASTELLAS PHARMA

I was introduced to the New York Assembly Republican Caucus as Margaret Short. I am 5 ft. 1 in. with the last name Long.

DR. MICHAEL MARCARELLI • FDA

I met a high school friend that I had not seen in 25 years across the table at an FDA regulatory meeting.

MARCEE NELSON • PINK TANK

We were shooting Oscar Mayer’s first Super Bowl commercial, and we almost sunk the Wienermobile.

DAVID ORMESHER • CLOSERLOOK

Back in 2000, when we had outside investors,



financial update. No surprise, we were the most memorable portfolio company.

we dressed our staff in gospel choir robes, wrote our quarterly report to the tune of “Oh Happy Day,” and marched into the investor’s conference singing our

VINCENT PARRY • Y BRAND

I was working on the opening sales meeting sketch for the launch of a new indication for Zestril. My partner, Joe Paumi, and I wrote the script based on the movie Back to the Future. The VP of marketing and the brand director were supposed to pop out of a DeLorean and talk about how it was going to be like going back to the future based on Zestril’s successful initial launch. Several days before the show, the meeting planner snagged Paul Anka, and we were told we now had to work in a segue to him. So we changed the last lines of the marketers’ dialogue to the unfathomably stupid: “It’s just like having a new baby, isn’t it? And speaking of Having My Baby, ladies and gentlemen, Paul Anka.”

ROBERT PAULL • LUX CAPITAL MANAGEMENT

A Hollywood TV producer called my venture capital firm asking if we wanted to be involved in a reality TV show. We politely declined.

ROBERT PIWKO • C3I

Many years ago, I went to a formal presentation at a client wearing one black shoe and one brown shoe. I didn’t realize it until we were walking in the door to the client. The jokes from my colleagues continued for years.

DR. AHNAL PUROHIT • PUROHIT NAVIGATION

A colleague and I endured 18 hours of plane delays, cancellations, and alternative routing while traveling to a new business presentation, ultimately having to give the presentation via WebEx from an airport lounge!

DR. JAMES PUSEY • OMNICARE CLINICAL RESEARCH

I walked up the red carpet with a Hollywood



actress at a Los Angeles star-studded medical research fundraiser and was called “the tall guy” by the paparazzi.

BRUCE ROOKE • GSW WORLDWIDE



A client fell half-asleep during a television storyboard presentation and then told me it would make good radio.



DR. UNA RYAN • DIAGNOSTICS FOR ALL

I’ve become a spokesperson for diarrhea (diarrheal disease).

JOE SHIELDS • PFIZER



Early in my career I was working on a video parody of 2001: A Space Odyssey and wore a gorilla suit for the opening scene. I couldn’t see very well and tripped over a box in the studio and injured my back.

Since I worked at a chemical company that took

employee safety very seriously, I had to file an OSHA report and explain in great detail how I hurt my back, gorilla suit and all.



BRENDA SNOW • THE SNOW COMPANIES

I was going to make a speech to an audience of about 500 people and the audio crew was not paying as much attention as they should have. They neglected to render my lavalier microphone “mute” after they wired me. Of course, I did not know this and suddenly realized that I should use the restroom before my 45-minute talk. So I ran to the bathroom but unfortunately for me, the entire audience heard! Luckily, I washed my hands!



JOHN SPITZNAGEL • OCEANA THERAPEUTICS

I gave the company’s presentation at a major investor conference and only one person attended.



DR. HUGO STEPHENSON • IGUARD.ORG, A QUINTILES COMPANY

I arrived in the United States directly from Australia and was complimented on how well I spoke English.



MARYANN SZABO • ROCHE

I had two identical pairs of shoes in different colors that I packed for a business trip. As I stood in front of the room presenting someone raised their hand and asked why I was wearing a blue and brown shoe. I certainly made a lasting impression.

DEBORAH WOOD • DWA HEALTHCARE COMMUNICATIONS



There is a theme every year for our awards program. Last year it was DWA Channel 15, a news broadcast. I was the topic of a few insider stories and was taped “undercover” smuggling my dogs into the building, stealing food from the employee fridge, etc. ♦