

SPECIAL ISSUE

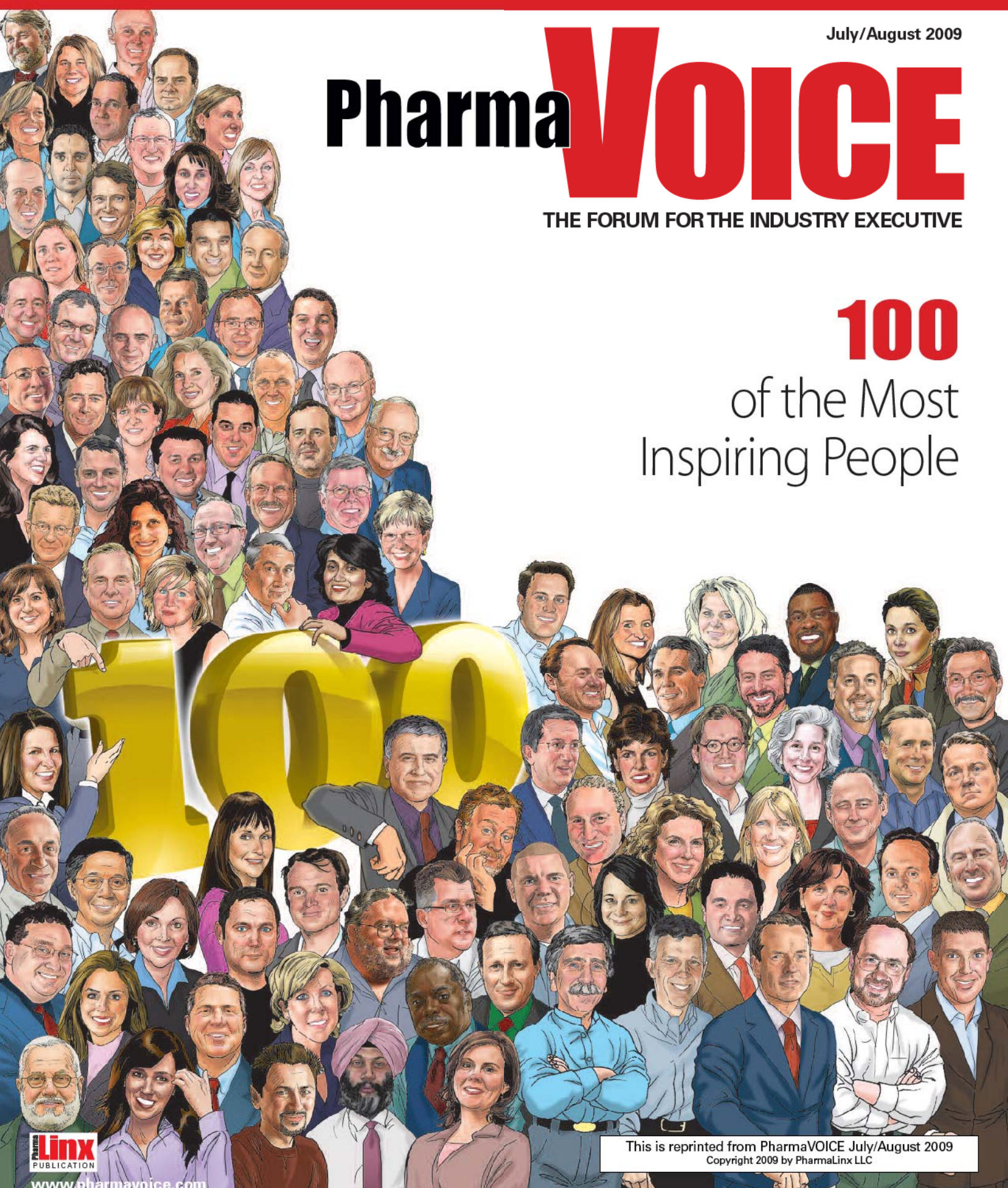
July/August 2009

PharmaVOICE

THE FORUM FOR THE INDUSTRY EXECUTIVE

100

of the Most
Inspiring People



Pharma
Linx
PUBLICATION

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PharmaVOICE

THE FORUM FOR THE INDUSTRY EXECUTIVE

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The PharmaVOICE 100: 2009

PharmaVOICE is honored to bring you its fifth annual special issue celebrating 100 of the most inspiring individuals in the life-sciences industry. This issue, which is called the feel-good issue of the year, is packed with in-depth profiles showcasing the industry's best and brightest. And who couldn't use a little good news right about now?

This issue celebrates the men and women of the industry who are

providing much-needed inspiration and valuable motivation. Despite tough economic times, changing market landscapes, and volatile business conditions these industry leaders are setting a gold standard for corporate leadership, cutting-edge research and development, forward-thinking technology solutions, out-of-the-box creative executions and marketing strategies, exemplary career development training processes, and skillful alliance management.

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 for this year's PharmaVOICE 100. The quality and number of nominations received this year confirms what many of us have known for some time: this industry is driven by people of vision, who have passion, and who are tireless in their pursuit of better business, science, and processes to improve healthcare and patients' lives.

Each year the selection process becomes more difficult. With thousands of nominations to consider, our editorial team relies on not only the quantity but the quality of the submissions themselves, which provide the personal stories and accounts of what makes these individuals special. We also take into account an individual's extracurricular activities, such as community service, involvement with industry-related organizations and associations, and philanthropic activities.

Each year we strive to give you more personal insights into the PharmaVOICE 100. As such, this year we asked our industry leaders to answer a comprehensive survey; the answers shed light on career highlights, career challenges, watershed industry moments, professional and personal mentors, etc.

On the lighter side, we also asked our honorees questions that reveal what makes them uniquely them: what other profession would they like to attempt, their dream job so to speak; what is the most unusual place they have ever visited; a little-known fact about them; the funniest thing that ever happened to them in their career; and if they had the gift of invisibility, where would they go.

These and other personal insights provided our team with a wealth of information on which to base this year's profiles. Expanded profiles necessitated more space, so to accommodate these personality rich portraits, there is exclusive bonus text found only in our online edition, which can be accessed via www.pharmavoiced.com. We also have compiled a reading list that contains the books, fiction and nonfiction, from our thought leaders.

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

I hope you enjoy getting to know this distinguished group as much as we did. I want to thank our 100 for making this issue possible. We can't wait to see who makes next year's list. Submit your nominations for 2010 now!

The PharmaVOICE 100

BPA WORLDWIDE **PRINTED WITH SOY INK** **Printed on recycled paper**

DENISE DEMAN-WILLIAMS

Tenacious • Passionate

NAME: Denise (DeeDee) DeMan-Williams

CURRENT POSITION: Founder, Chairman, and CEO, Bench International

EDUCATION: Double Masters, Speech Pathology, Auditory Pathology, San Diego State University

DATE AND PLACE OF BIRTH: Aug. 10, 1952, Los Angeles

FIRST JOB: Model; stock girl at 13

DREAM JOB: Founding an investment company for start-up companies

PROFESSIONAL MENTORS: Clients, candidates, her children, her husband Steven, her mother, and her grandmother

WORDS TO LIVE BY: The more you share, the more you give; the more you do, the wealthier you will always be

COMMITMENT TO A HIRE PATH

OVER THE PAST 35 YEARS, DENISE DEMAN-WILLIAMS HAS BUILT BENCH INTERNATIONAL FROM SCRATCH TO A MULTIMILLION DOLLAR COMPANY WITH A GLOBAL PRESENCE. IN THAT TIME, SHE HAS HELPED TO ADVANCE THE CAREERS AND BUSINESSES OF MORE THAN 1,000 LEADERS WITHIN THE LIFE-SCIENCES SECTOR.

Ms. DeMan-Williams started her business when, as a science graduate in the 1970s, she was told that getting a job or further grant money for additional research would be difficult and she should think of a more "traditional woman's career."

Never one to accept linear thinking, Ms. DeMan-Williams raised money, including participating in the Wheel of Fortune game show and using her winnings as seed money, to start Bench International to help others find better roles and futures in the life-sciences sector.

Her early experience certainly fueled her commitment to actively support diversity hiring well before it was a trend or policy for most companies. Over the years, she has helped to advance the careers of many women and minorities and championed the diversity of experiences and perspectives that are so vital to innovation.

Today, Ms. DeMan-Williams maintains Bench as a private, woman-owned enterprise.

Her drive for excellence, tireless perseverance, intelligence, strong values, and compassion make her particularly effective. She has extensive knowledge of the healthcare industry and offers creative solutions to organizational issues.

Known to all as DeeDee, she gets to know



DID YOU KNOW?

DeeDee DeMan-Williams got the "seed financing" for Bench by being one of the first contestants on the Wheel of Fortune and winning the maximum the FCC would allow.

potential future leaders early in their development and treats such relationships as treasures to be nurtured and developed over time, maintaining long-term relationships with those she has worked with. She takes the time to touch base with those she has placed over many years.

With the courage to deliver candid and appropriate feedback to both hiring executive and candidates, she will encourage someone who doesn't have relevant skills or people management training to go and get them or present an alternate career path.

When frankness is called for, Ms. DeMan-Williams knows full well it can be difficult to walk that fine line of providing strong counseling for clients to seek the best. Having the drive to make things happen and an ability to understand an individual's potential, she never shies away from challenging others to do their best.

Clients applaud her high-quality sourcing of candidates, her thorough vetting process, and her ability to not only match skill sets, but also mind-sets. The people Ms. DeMan-Williams has placed, and her wise counsel, have helped create strong teams with forward-thinking strategists.

One of the more rewarding aspects of her job came when Ms. DeMan-Williams' mother-in-law was able to take a drug that gave her another five-plus years of quality life. She says knowing her company had a small part in putting the right people in place in the company that produced the drug was a great moment of career realization.

Even in the most challenging business environment, Ms. DeMan-Williams remains ener-

gized and eager to inspire and engage with those around her.

Though the strength of Ms. DeMan-Williams' convictions have, at times, hurt her ability to drive additional business for her boutique firm, her willingness to stand up for her values continues to inspire many pharmaceutical executives.

With a passionate belief in all of the good the industry can do, Ms. DeMan-Williams becomes frustrated when those in the industry fall short of that vision. For example, she had the courage to walk up to an open microphone and tell a room full of pharma executives that they were driving away young talent from their research campuses and sending them flocking toward smaller, more creative biotech companies, which are more congenial and more willing to take risks. Her call to arms is to encourage the industry's executives to project an image of integrity and responsibility to ensure the industry is recognized as a positive force.

But her commitment to industry remains unwavering and she is eager to play whatever part she can to turn the ship of the pharmaceutical sector into a series of sleek small crafts with the finest navigators in the world on board.

Ms. DeMan-Williams is strongly committed to philanthropy, industry, and community organizations. She has been a Hall of Fame Inductee of the National Association of Women Business Owners, board member for the West Coast Chapter of the Healthcare Businesswomen's Association, founder of The Forum of Global Pharmaceutical Diversity and Inclusion (FRxDI), member of the board of Learning Forum International, which is focused on youth achievement, as well as a member of the board of Israel Cancer Research Fund (ICRF). ♦

MORE **DENISE DEMAN-WILLIAMS** THE RIGHT WOMAN FOR THE JOB

DENISE DEMAN-WILLIAMS IS FOUNDER, CHAIRMAN, AND CEO OF BENCH INTERNATIONAL. SINCE FOUNDING THE COMPANY IN 1974, MS. DEMAN-WILLIAMS HAS EVOLVED IT TO BECOME ONE OF THE MOST SUCCESSFUL

SPECIALIZED EXECUTIVE SEARCH FIRMS IN THE WORLD.

Ms. DeMan-Williams is deeply committed to properly shattering the glass ceiling for women in the life sciences. She has spent more than a quarter of a century developing and promoting a network of women leaders in the biotechnology and pharmaceutical sectors. To that end, she has been a Hall of Fame Inductee of the National Association of Women Business Owners; board member for the West Coast chapter of the Healthcare Businesswomen's Association; and founder of The Forum of Global Pharmaceutical Diversity and Inclusion (FRxDI).

In addition to her leadership role, Ms. DeMan-Williams recruits in the areas of R&D, corporate leadership, clinical development, regulatory affairs, science and medical advisory boards, and boards of directors.

Ms. DeMan-Williams's ability to think creatively about someone's experiences and learnings and channel them into a whole new role and way of contributing has not only advanced and, in many cases saved, careers but significantly benefited her clients.

In her own business she gives people ample room to contribute and shine.

A consummate professional and avid learner, she is always at the cutting edge of her profession and her unique specialty areas. She

credits several individuals for providing guidance and mentorship, including Sol Barer, chairman and CEO, Celgene; Alex Gorsky, vice chairman, J&J; Freda Lewis-Hall, chief medical officer, Pfizer; Tom Koestler, president R&D, Schering-Plough; and Paulo Costa, retired CEO, Novartis. For business guidance she relies on her husband and business partner, and for life wisdom, her mother, who is still working at 84.

The current swathe of lay-offs deeply troubles Ms. DeMan-Williams, who notes that cutting into the marrow of a company renders it weak and vulnerable for its own future survival.

Her guileless approach to the industry and its sticking points is highly refreshing. The barriers to industry performance are multidimensional, she says. One is the fear and same old stuff colliding with the absolute need for dramatic change, at every level. For example, she says the sheer volume and onslaught of company meetings are creating a chokehold on decision making, disengaging leaders, and diluting accountability. A second barrier is a failure to listen to internal voices and turning rather to third-party consulting organizations to try to effectuate innovation. Thirdly, she cites the malaise among some employees, who check out yet remain in their chairs. And fourthly, she worries about the ever-growing size of companies, noting that big is not better.

Beyond Bench International, Ms. DeMan-Williams sits on the board of the Learning Forum International and the SuperCamp Foundation that supports kids and teens to give them life skills, two organizations that are close to her heart.

In April of 2002, Ms. DeMan-Williams had a horrific accident. Falling backward down a flight of stairs, her left leg got caught in a stair railing as the rest of her body continued to fall.

GETTING PERSONAL WITH DENISE DEMAN-WILLIAMS

FAMILY: Husband, Dr. Stephen Williams; four children, 21 to 31

HOBBIES: Investing in real estate, remodeling, rehabbing properties; interior design

GIVING BACK: Learning Forum International, the SuperCamp Foundation, Holocaust Museum

INSPIRATION: Leaders who understand that their own people are as big an asset as the products they make and sell

TOP IPOD DOWNLOADS: Old R&B, Jack Johnson, Steve Tyrell, rock from the 1960s and 1970s

SCREENSAVER: Her dog, Julius

MOST UNUSUAL PLACE VISITED: Southwest Montana

A LITTLE-KNOWN FACT: Fired from five cocktail waitress jobs

From 2002 through 2007, she began the journey of multiple surgeries, living with the threat of spending the rest of her life in a wheelchair to, at last, being one of the first patients ever to have a complete leg extensor transplant (from tibia to quad). She received the leg from a grieving family of a 17-year-old girl who had been killed. Ms. DeMan-Williams is committed to giving back, particularly because she now carries with her part of a very important teen.

She also has been a supporter of the Holocaust Museum in Washington, D.C., since its inception, in memory of her adoptive father, who was a survivor. Ms. DeMan-Williams has been a donor her entire adult life to the City of Hope; her great grandmother was involved with fundraising for the organization when it was known as Home for the Hopeless. She and her husband, Steve are founding donors for a new hospital in Southwest Montana, which will serve an underserved population within a 100-mile radius. She also is a member of the board of the Israel Cancer Research Fund (ICRF). ♦

WHO'S ON THE LIST — 2009

The Commanders & Chiefs

Ahsan Awan
Ross Bjella
Laurie Cooke, R.Ph. 
John Farinacci
Tuan Ha-Ngoc
Fred Hassan
Thomas Hughes, Ph.D.
Greg Johnson
Rick Keefer
Kyle Kennedy
William Maichle
John Maraganore, Ph.D.
Francois Nader, M.D.
Nader Naeymi-Rad
Angus Russell
Laurent Schockmel, DVM
Jeffrey Stein, Ph.D.
Engelbert Tjeenk Willink, M.D.
Donato Tramuto 
Daniel Vasella, M.D.
Andrew Witty

The Entrepreneurs

Michael Beckloff
Gary Beer
Joan Bradley, Pharm.D.
Faruk Capan
Jaswinder Chadha 
Ron Cohen, M.D.
Jay Deakins
Denise DeMan-Williams
Elizabeth IZard Apelles
Julie Kampf
Jeffrey Kingsley, D.O.
James Knipper
Ted Lawrence
Ellen Morgan
Robert Norris
Georgette Pascale
Stuart Peltz, Ph.D.
Kenneth Phelps
Christine Pierre
Ahnal Purohit, Ph.D.
Don Schenker
Christopher Schroeder
Lecia Shaffer
Robert Stern
Alan Topin

The Brand Champions

Charlotte Berlin
Judy Capano
Candice Fliedner
George Glatcz
Marcia Goddard
John Kaiser
Kimberly Levy
Barry Schmader

The Brand Champions (continued)

Mark Stinson
Brendan Ward

The Change Agents

Colleen Adams
Vaughn Anthony
Jeffrey Berkowitz
Debbie Botwick
Olivier Chateau
Nancy Corkum
Michelle Dipp, M.D., Ph.D.
Mary Hensley Evans
Frederick Foad
Fabio Gratton
Thomas Gunning
Joseph Martinez
Michael McLaughlin, M.D.
Donna Ramer
Brent Saunders
Lori Shields
Andy Smith
Karla Stricker Anderson
Shaun Urban

The Researchers & Scientists

Lee Babiss, Ph.D.
Larry Blankstein, Ph.D.
Mark Corrigan, M.D.
Geoffrey Francis
Steven Gilman, Ph.D.
Jack McKenzie, Ph.D.
Peter Smith, Ph.D.

The Patient Advocates

Peg Connelly
Paula Garrett
Kathy Giusti
Lyndi Hirsch
Emma Sergeant
Stanley Wulf, M.D.

The Technologists

Lucy Deus
David Pasta
Joe Tetzlaff

The Mentors

Glen Drummond
Peter Marchesini
Dan Schneider
Larry Wright, Ph.D.

The Alliance Builders

Susan Dorfman
Karen Hanson, Ph.D.
Dominic Marasco
Bill Meisle
Hussain Mooraj



Ahsan Awan
Global CINRG



Laurie Cooke, R.Ph.
Healthcare
Businesswomen's
Association



Kyle Kennedy
The Medical Affairs
Company



Donato Tramuto
Physicians Interactive



Faruk Capan
Intouch Solutions Inc.



Robert Norris
Complete Healthcare
Communications



Alan Topin
Topin & Associates



Brendan Ward
Regan Campbell Ward -
McCann



George Glatcz
Vox Medica



Nancy Corkum
Johnson & Johnson



Andy Smith
Palio