

PharmaVOICE

THE FORUM FOR THE INDUSTRY EXECUTIVE

100

of the most inspiring
people in the industry



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PharmaVOICE

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THE FORUM FOR THE INDUSTRY EXECUTIVE

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The PharmaVOICE 100 was inspired by the men and women who graciously consent to share their insights on the various trends and challenges facing the life-sciences industry on a monthly basis.

We are continually fired up by their knowledge and willingness to raise their voices and bring their unique perspectives to the industry at large.

Thus, we thought it was only appropriate to showcase the men and women who inspire and motivate you, our readers.

We asked our readership community to identify the people who they believe are having the greatest influence on corporate leadership, research and development, technology, creativity, marketing, and strategy.

The PharmaVOICE 100 were selected based on the number of nominations received as well as on the write ups that accompanied the submissions. We thank all of you who took the time to provide us with thoughtfully crafted accounts outlining why an individual inspired or motivated you.

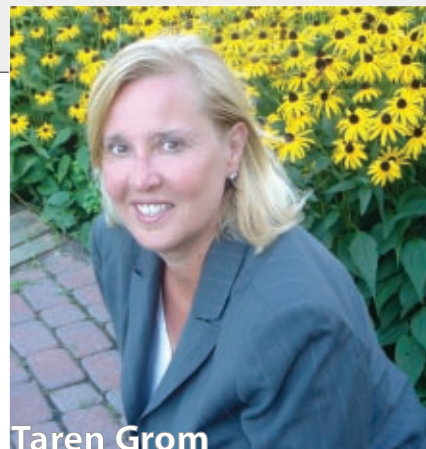
For the editors of PharmaVOICE this first annual issue has been a special experience. While we speak with many influential people every month for our Forums and feature articles, we rarely have the opportunity to talk about their lives, both professionally and personally, their challenges, and where they find inspiration and motivation.

The 100 people profiled in this issue hold a special place in their peers' and colleagues' lives. And we know why. We have found — from the nominations that were submitted and from speaking with these leaders — just what makes these people so inspiring.

Every one of the men and women profiled in this special issue has a passion for the industry, the work they do, their colleagues, and most importantly, the people who are impacted by what they bring to the table.

Their focus is clear: improving the discovery, development, access, and understanding of life-improving and life-saving medications.

Resoundingly, the leaders profiled for this issue agree that at the end of the day it's



Taren Grom

In keeping with PharmaVOICE's mission of providing insightful and provocative commentary from leaders throughout the life sciences, it is our pleasure, and honor, to publish the first annual PharmaVOICE 100 in recognition of their contributions to the industry.

about improving the quality of lives of patients.

Their passion is felt by all those whose lives they touch. They've made a concerted effort to put a more human face on the life-sciences industry. They have a personal management style that stresses integrity, decency, and character.

The PharmaVOICE 100 represent a broad cross-section of industry sectors — pharmaceutical, biotechnology, contract research, clinical trials, research and development, patient education, patient recruitment, advertising, technology, and many others.

To make the navigation of this issue as easy as possible, we have segmented the honorees into different categories. But by no means is their influence one-dimensional. Most, if not all, of these leaders could be featured in more than one category.

On behalf of the editorial team of PharmaVOICE — Denise Myshko, Elisabeth Pena Villarroel, Kim Ribbink, and Autumn Konopka — I want to thank our 100 for making this issue possible. We look forward to many more inspiring conversations, and we can't wait to see who makes next year's list.

Taren Grom
Editor

The PharmaVOICE 100



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The Change Agents

Identified as vanguards in their respective sectors, these industry leaders are challenging the status quo to make a difference.



Theresa Kane Musser

THE LIFE-SCIENCES INDUSTRY CONTINUES TO THRIVE BECAUSE OF DEDICATED AND PASSIONATE PRACTITIONERS, such as Theresa Kane Musser, whose determined efforts enhance the well-being of people all over the world.

Although some in the life-sciences industry may put a lot of stock in the advanced degrees behind a person's name, Ms. Kane Musser says her career proves that everyone has the power to make things happen, regardless of credentials. What it does take, she believes, is passion — along with energy and vision — to drive success in the life sciences. For her, there is no greater satisfaction than knowing that she has played a part in people's lives because of the drugs she has helped to develop.

Ms. Kane Musser entered the life-sciences industry nearly 25 years ago, with a B.A. in biology from the University of California, Santa Cruz. Over the course of her career, she spent eight years at SmithKlineBeecham and 12 years at Genentech Inc., where she helped develop Herceptin, a therapy for metastatic breast cancer, and Xolair, a medication for allergic asthma. Now, as executive director of development operations for Rigel Pharmaceuticals Inc., she is responsible for the company's allergic rhinitis and rheumatoid arthritis projects.

She is an inspiration to all those she mentors. By leveraging each team member's strength, she helps to advance the vision and achieve the end result. For example, she ensures that individuals who generate data during the course of a project are the ones to present the information during committee meetings. She believes it's important to listen to every team member's perspective and to make people at every level of the organization realize they can contribute to the success of helping drugs reach the market.

She also demonstrates her commitment to drug development through her ongoing participation in the Drug Information Association (DIA). For 20 years, Ms. Kane Musser has been an active member of the DIA, and she currently serves as its president. Her leadership and guidance recently motivated DIA staff and volunteers to make its 41st Annual Meeting the largest event ever held by the organization.

As Executive Director of Development Operations at Rigel Pharmaceuticals Inc. and Acting President of the DIA, Theresa Kane Musser's determined efforts are enhancing the well-being of people all over the world.