

The MM&M Awards have continued to grow every year but the way in which the entries are judged hasn't changed. We assembled an impressive list of pharma luminaries and healthcare marketers who met in July to critique the submissions in an authoritative—yet confidential—way, ensuring that the most worthy work wins

# Judges

## 2009



**Jill Balderson**  
SVP, product development  
HealthEd Group

Jill Balderson is senior vice president of product development for HealthEd Group. Balderson is working to shape the future of consumer health education by developing educational platforms to support improved patient outcomes. As an industry thought leader, she is also the author of numerous articles and presentations on patient marketing and patient education topics for the pharmaceutical, biotech and medical device industries. She was previously VP, digital marketing at DVC.



**Jack Barrette**  
CEO,  
WEGO Health

Jack Barrette is the CEO and founder of WEGO Health, the first online community to empower social media consumer opinion leaders. WEGO Health's Activist Social Network is the trusted community liaison to pharmaceutical and health marketers. Previously, Barrette served as category development officer for lifestyle, health and medicine at Yahoo! He founded pharma strategy firm Mt. Vernon Partners and launched health interactive agency Echo Strategies Group.



**Mike Boken**  
Senior director, Vyvanse marketing,  
Shire

Mike Boken joined Shire in November 2004 as the director of the Adderall XR marketing team. In November 2006, he transitioned his team to focus on the commercial launch of Shire's next generation ADHD treatment, Vyvanse. He started his pharmaceutical career with Wyeth-Ayerst (now Wyeth) in 1993 as a primary care sales representative. He serves on the editorial advisory board for *MM&M*. He holds a B.S. in business management as well as an M.B.A. from The University of Montana.



**Jay Bolling**  
President,  
Roska Healthcare Advertising

Jay Bolling has overseen healthcare marketing and advertising campaigns for almost 25 years and, for the past 15 years, helped Roska Healthcare Advertising pioneer a groundbreaking approach that fuses disease awareness, brand advertising and direct marketing. Bolling is also the president of the Healthcare Communication & Marketing Association and is on the editorial board of *The Journal of Management & Marketing in Healthcare* and *The Journal of Communication in Healthcare*.

## The Judges



**Becky Butler**  
Interactive marketing manager,  
Roche

Becky Butler has over 10 years experience in interactive marketing and is a member of Roche's integrated promotions planning team supporting multiple brands. She is responsible for coordinating multi-channel campaigns into an integrated customer experience, tailoring positioning and marketing mix appropriate for key segments. Previously she worked as an eMarketing manager at Organon Pharmaceuticals, an independent SEM/SEO consultant and team lead at an interactive agency startup.



**Melissa Clark**  
Director of marketing development,  
Novartis Pharmaceutical

Melissa Clark was recently named director, marketing development within the multi-channel marketing group at Novartis. Her previous role was director, integrated consumer marketing at Novartis for the cardiovascular/metabolic franchise. Before joining Novartis, she was employed by Pharmacia/Pfizer where she was an associate director of consumer marketing. Prior to her pharma experience, she spent six years in brand management in consumer packaged goods at Nabisco Foods.



**Deborah Dick-Rath**  
SVP, healthcare practice leader,  
FactorTG

Prior to taking the healthcare lead at FactorTG, Deborah Dick-Rath was an executive director at Novartis for seven years. She has over 20 years experience in healthcare marketing. She started her career in media planning/account management in the New York agency world. In addition, she was a group product manager at Wyeth for five years. She was on the ground floor when DTC took-off in the late 90s. She also worked in TV and radio programming before initiation of her career in advertising.



**Steve Frederick**  
EVP/creative director,  
Flashpoint Medica

With over 25 years of experience in healthcare and consumer advertising, Steve Frederick, EVP/creative director at Flashpoint Medica, has created memorable award winning launch campaigns and branding for a wide range of clients and products including Prozac, Botox, Ultram, Concerta and Ditropan XL. Prior to Flashpoint, Frederick was creative director at Ogilvy Healthworld (and formerly Healthworld) for 15 years and J. Walter Thompson for a decade.



**Mark Goldstone**  
President,  
DDB Health Worldwide

Mark Goldstone has worked extensively on many of the world's biggest pharma brands. Most recently, he was EVP at Publicis Healthcare Communications Group. Prior to joining Publicis, Goldstone was CEO and chief strategy officer of Interbrand Wood. He began his career as a pharmacist with UK retail giant Boots and later switched roles and became a copywriter at The General Advertising Company of London Ltd. In 1989 he started a health-centered agency which was later sold to Havas.



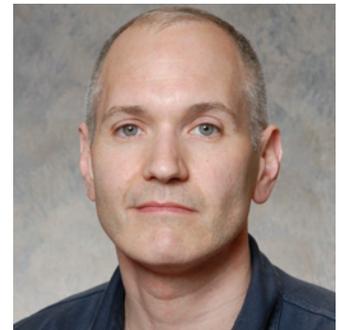
**Thom Graves**  
Studio director, healthcare,  
IOMEDIA

Prior to joining IOMEDIA, Thom Graves served as the chief medical illustrator at Cornell University's School of Medicine and New York-Presbyterian Hospital. For over eight years, Graves interacted with doctors, scientists and managers to develop visual communication materials to represent the university and hospital. In his current role at IOMEDIA's healthcare division, Graves oversees all aspects of production for the studio and leads a talented team of medical illustrators and animators.



**Robert Griffith**  
Managing director,  
Beacon Healthcare Communications

After rising to senior sales and marketing positions Nabisco and Colgate Palmolive, Robert Griffith worked as a marketing "turnaround specialist" for a global investment company. He became a principal at The Gramercy Group, an integrated marketing communications firm (now part of Publicis North America). It was here he became a pioneer in DTC marketing, spearheading early efforts for Eli Lilly & Co. into the diabetes and women's healthcare arenas. He now uses that expertise at Beacon.



**Jonathan Isaacs**  
Chief creative officer,  
Ogilvy Healthworld

Born and bred in Greenwich Village, Jonathan Isaacs's first big adventure above 14th Street in New York began at the advertising agency Cline Davis and Mann. He then moved on to Merkle+Partners where his work for Lipitor, in particular, has been singled out for creative excellence. Isaacs joined Ogilvy Healthworld in 2004 and oversees healthcare in North America. He now lives way up on 19th Street with his wife Katie, son Joshua and their morkie, Teddy.



**Peter Justason**  
Director, global marketing group,  
Johnson & Johnson

Peter Justason is a director for the Johnson & Johnson global marketing group. He has over 25 years of healthcare marketing experience including successful engagements in various positions in sales, sales management, product management, managed care marketing, new business development and digital marketing. His educational background includes bachelor's of science and education degrees from Acadia University and a master's of business administration from the University of Toronto.



**Ray Kerins**  
VP, worldwide communications,  
Pfizer

Ray Kerins is VP, worldwide communications of Pfizer overseeing public relations and media relations. He is Pfizer's chief global spokesperson. Prior to Pfizer, Kerins was executive director of public affairs at Merck. Before Merck he spent nine years at GCI as EVP/MD of corporate communications & media relations. Kerins received a bachelor's degree in criminal justice and a master's of science from Iona College. He is married to his college sweetheart and has three outstanding kids.



**Benjamin Lei**  
Group manager, eMarketing,  
Genentech

Benjamin Lei has worked at Genentech in the eMarketing department for over five years. His accomplishments include the launch of product websites and related patient and professional programs for Genentech's oncology portfolio. Lei currently manages a team of eMarketers responsible for working with the oncology brands on expanding their online presence. Prior to Genentech, Lei's roots were in internet marketing as he spent four years at Yahoo! including two years with Yahoo! Health.



**Kathy Love-Weitz**  
Product manager,  
UCB

With a dozen years in the pharma industry across many categories, Kathy Love-Weitz has served in both field sales and marketing roles. Since joining UCB, Inc. eight years ago, her focus has been on the CNS and the epilepsy market. Love-Weitz currently serves as product manager for Keppra/Keppra XR in the CNS business unit at UCB, Inc., a biopharmaceutical company with a strong focus on patient centricity.



**Lynn Macrone**  
Managing partner, executive CD, copy,  
JUICE Pharma Worldwide

Lynn Macrone is a founding partner and executive creative director of JUICE Pharma Worldwide. She has over 15 years of experience in pharma advertising. She arrived to this space through her background in science and creative writing. She is responsible for the agency's creative work, strategic planning, and business development. Macrone has created copy and data platforms for flagship brands in such categories as biologics/vaccines, pain, respiratory, infectious diseases and women's health.



**Jim Maffezzoli**  
Senior director/group leader,  
Pfizer

As a senior director for urology in the primary care business unit, Jim Maffezzoli is responsible for the strategic direction and leadership of all aspects of the Toviaz, Detrol and Viagra businesses. Previous to that Maffezzoli led the consumer strategy and advertising team, where he worked with many of Pfizer's medicines to improve the performance of their DTC advertising. Prior to Pfizer, he held various positions of increasing responsibilities in brand management at Nabisco and Kraft.



**Patricia Malone**  
Principal/creative director,  
Stratagem

Patricia Malone has over 18 years of experience in healthcare advertising since starting as a junior copywriter at Sudler & Hennessey. With a background in critical care nursing, she has launched many brands, in almost every "ology," during her years as copywriter and creative director. In 1997, Malone and her two partners formed Stratagem Healthcare Communications. As principal/creative director, she oversees the agency's award-winning creative work, with a focus on brand strategy and copy.



**Joan Mikardos**  
Senior media director,  
sanofi-aventis US

Joan Mikardos has over 20 years media experience across a variety of industries. She joined sanofi-aventis US in 2007 and is a senior media director, part of the innovations and new customer channels team. Prior to joining sanofi-aventis US, she spent many years on the agency side of the business. Most recently Mikardos was an SVP, managing director at Universal McCann where she led media planning for J&J's McNeil consumer healthcare division. She also spent 12 years at BBDO/OMD.



**Stacy Miller**  
Consumer marketing manager,  
Eli Lilly and Co.

As part of the consumer marketing group at Eli Lilly and Co. for the past eight years, Stacy Miller has exercised her passion for improving lives by striving to educate and empower consumers toward a more active role in their healthcare decisions. After spending much of her life on both coasts, she now calls Indianapolis home, along with her husband and two sons.



**Graham Mills**  
Executive creative director,  
Digitas Health

Originally from London, Graham Mills has worked in the advertising business for 25 years. During that time he has worked in general advertising, radio, improvisation comedy, direct marketing, digital and, most recently, healthcare. He has been responsible for award-winning campaigns for a wide range of both national and international clients. Mills is currently the executive creative director at Digitas Health.



**Chet Moss**  
EVP, chief creative officer,  
ICC

Before his move to ICC, Chet Moss's 25-odd years (some not so odd) have been as art director/creative director on the consumer side (Grey, DMB&B, Sawtooth), the pharma side (Euro RSCG Life, LM&P), the web side (Throttlebox.com) and the writing satire side (*BackStage* et al). He's been partner in two agencies and is a magna cum laude graduate of The University of Pennsylvania. His inspirations? Father was former AD of *Life* and OWI, and mother a clothes designer and noted watercolorist.



**Mike Myers**  
President,  
Palio

Mike Myers, president of Palio, has been a leader in the healthcare and pharmaceutical industry for over two decades. He loves to infuse humor into projects, especially if it involves a gadget or tchotchke! If asked to describe himself in three words, he'll shout out five: motivated, driven, compassionate, fun-loving and competitive. He's a hooked marathon runner whose motto is, "Attitude is everything."



**Jim Pantaleo**  
VP, publisher,  
MPR

Jim Pantaleo has over 25 years of sales, publishing and pharmaceutical marketing communications experience. Pantaleo started his career at BMS and Purdue before moving to Pharmacia. Afterward, Jim joined *Medical Economics* and managed sales at PDR and was group publisher for numerous journals including *Drug Topics*, *Contemporary OB/GYN* and *Contemporary Pediatrics*. Currently, Pantaleo is the publisher of *MPR*, *AJHO* and *ONN*.



**Mary Pietrowski**  
Director of consumer and eMarketing,  
Hologic

Mary Pietrowski is the director of consumer and eMarketing for Hologic, Inc. Before joining the Hologic corporate marketing team, Pietrowski was the director of marketing for MammoSite 5-Day Targeted Radiation Therapy and NovaSure Endometrial Ablation. Both innovative direct-to-consumer programs have received industry recognition with multiple awards. Pietrowski was named a 2008 Top DTC Marketer of the year by *DTC Perspectives*.



**Peter Pitts**  
Partner/director global healthcare,  
Porter Novelli

Peter Pitts is partner/director of global healthcare at Porter Novelli and president of the Center for Medicine in the Public Interest. From 2002-2004 Pitts was FDA's Associate Commissioner for External Relations, serving as senior communications and policy adviser to the Commissioner. He remains a special government employee consultant to the FDA. His comments and commentaries on healthcare policy issues regularly appear in newspapers and journals nationwide.



**Ahnal Purohit**  
President/CEO,  
Purohit Navigation

There is no better ally to have than Ahnal Purohit when it's your job to determine the strategy that will help your brand take root with the impetus it needs to grow past competitors. Her doctorate in psychometrics and her years as a professor teaching research methodology and statistics to pharmacy, medicine and dentistry students equipped her to move into healthcare communications. This deeper understanding of the marketplace has guided the efforts of Purohit Navigation.



**Sumana Rajagopal**  
Global media and advertising manager, Merck

As global media and advertising manager, Sumana Rajagopal supports both the strategic and commercial aspects of direct-to-consumer (DTC) advertising for all Merck brands. Prior to joining Merck in 2002, she was an online account executive for *The Washington Post* and served as a media strategist on the agency side for various clients. She received her bachelor's from George Washington University and her master's from the University of Maryland University College.



**Whit Rawlinson**  
Associate director, Boehringer Ingelheim

Whit Rawlinson has 12 years of pharma and consumer packaged goods marketing experience in leading multi-functional teams, building brand equity, launching new products and improving ROI. He joined Boehringer Ingelheim in September 2007 as associate director. Previously he worked for Cadbury Schweppes in new product development and M2WW consulting on pharma. Rawlinson worked for Pfizer as a senior manager on the Zyrtec team and with the consumer marketing group.



**Jennifer Rinaldo**  
Director, Forest Laboratories

Jennifer Rinaldo has over 12 years of experience in healthcare marketing with expertise in strategic planning, professional promotions, public relations, advocacy development and marketing research. Rinaldo joined Forest Laboratories in 2006 to lead Namenda's professional promotion and public relations initiatives. She is currently director of the Savella launch team. Prior to Forest Laboratories, she was a senior product manager on the Abilify launch team at Bristol-Myers Squibb.



**Debra Sangiuliano**  
Director of media, Pfizer

Debra Sangiuliano has spent the last 20+ years in media, marketing, strategic sourcing, sales and customer service experience in the pharmaceutical industry. Sangiuliano spent the bulk of that career working, in some capacity, for Johnson & Johnson (mostly in the marketing and media sector). After that she had an almost three-year stint at Novartis, working as an associate director, media solutions and HCP portal. Sangiuliano joined Pfizer in August 2009 as its director of media.



**Barry Schmader**  
Executive vice president/creative director, Dudnyk

Barry Schmader is executive vice president, chief creative officer at Dudnyk, a full-service, multichannel marketing and advertising firm serving clients in the pharmaceutical, medical device and diagnostic sectors. He's been with Dudnyk for 24 years, building bold brand solutions for a variety of clients. See his work and more at dudnyk.com. Schmader has one wife and three kids, and resides in Havertown, PA (and Sea Isle City, NJ, when he can get away with it).



**Joe Shields**  
Product director, Enbrel, Wyeth

Joe Shields has over 20 years of global marketing experience, most recently leading Enbrel consumer marketing at Wyeth. In 2009, Shields was selected as an Emerging Pharma Leader by *Pharmaceutical Executive magazine*; in 2006 he was named one of the Top 25 Pharmaceutical DTC Marketers by *DTC Perspectives magazine*; and he currently sits on the editorial advisory board for *MM&M magazine* and the Google Health Sales advisory council.



**Dale Taylor**  
CEO, AbelsonTaylor

After positions with DuPont, Searle and two small agencies, Dale Taylor founded AbelsonTaylor in 1981. Now the largest independent agency in medical advertising, AbelsonTaylor's staff currently numbers 400. The agency's roster consists of almost 60 brands (including 11 DTC assignments) in the pharma, device, nutritional supplement, medical services and infant formula markets.



**Ross Thomson**  
Executive vice president, chief ideation officer, Vox

Ross Thomson's first job was tree planting in his native Scotland. He quickly branched out. First to Publicis London (copywriter), then McCann-Ericksen, (creative director), then onto Grey Healthcare Group, (chief creative officer worldwide). Now at Vox (EVP and chief ideation officer), he's amassed over 40 national and international awards in a career spanning 27 years. Proving he still loves to plant — big brand differentiating ideas into customer's minds.



**Joe Tocci**  
VP, associate creative director,  
ghg

Joe Tocci has been part of the ghg family and a linchpin of the art department since 2006. He has distinguished himself on accounts such as Abraxane, Zuplenz, Colgate, Novo Nordisk, Megace ES, Lexapro and Celebrex. Prior to his arrival at ghg, his conceiving skills were utilized by CDM, as well as its offshoot DDB Rx, to create winning campaigns for products like Kadian and Comtan. He previously worked at Saatchi and Saatchi Rowland, where he handled the global business for Kodak.



**Samuel Trujillo**  
Director, consumer marketing,  
Bayer HealthCare

Samuel Trujillo has over 20 years experience in pharma and consumer marketing, leadership, development/implementation innovation, strategic planning, marketing excellence, new product commercialization, lifecycle management, change management and field sales management for Fortune 100 companies such as Procter & Gamble, Warner-Lambert, Novartis, Schering-Plough, Bayer and Shire. He is currently the director of consumer marketing for Bayer's women's healthcare brands.



**Scott Watson**  
EVP, group chief creative officer,  
CommonHealth

It is not surprising that a man skilled enough to go from creating provocative and compelling campaigns for Coor's Beer and Godiva Chocolates to providing creative direction on some 20+ major pharma launches should be recognized throughout the industry as one of the best in the business. With his combination of talent, skill and commitment, Watson has forged a creative department that is more than up to the challenges of a fiercely competitive industry—beer and chocolates notwithstanding.



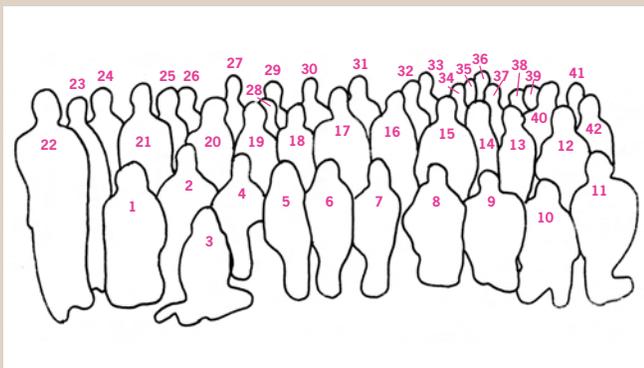
**Meryl Weinreb**  
Global brand manager,  
AstraZeneca

Meryl Weinreb started off in life as a legal social historian at the University of Minnesota. Then in a sudden urge to earn a living, she talked General Mills into hiring her for a marketing job. After eight years working on consumer products, she got a foothold in the pharmaceutical world working on Dr. Scholl's products. Her major contribution to popular culture was football's John Madden going, "Boom. Tough actin' Tinactin." She went from feet to eyes, marketing eye and lens care products.



**Keith Yocum**  
Director of online advertising,  
New England Journal of Medicine

Keith Yocum is the director of online advertising at the *New England Journal of Medicine* of Journal Watch. He has more than 25 years experience in publishing and since 1999 has been involved in the interactive space. Yocum has a master's degree in journalism from American University and was an editor/writer for many years. At the *Boston Globe* he worked in the strategic planning department and launched their classifieds on boston.com.



**MM&M AWARDS JUDGES 2009**

- 1. **Deborah Dick-Rath**, SVP, healthcare practice leader, FactorTG
- 2. **Jay Bolling**, president, Roska Healthcare Advertising
- 3. **Lynn Macrone**, partner, JUICE Pharma Advertising
- 4. **Debra Sangiuliano**, director of media, Pfizer
- 5. **Mary Pietrowski**, director of consumer and eMarketing, Hologic
- 6. **Kathy Love-Weitz**, product manager, UCB
- 7. **Jennifer Rinaldo**, director, Forest Laboratories
- 8. **Joe Tocci**, VP, associate creative director, ghg
- 9. **Steve Frederick**, EVP/creative director, Flashpoint Medica
- 10. **Chet Moss**, EVP, chief creative officer, ICC
- 11. **Keith Yocum**, director of online advertising, New England Journal of Medicine
- 12. **Stacy Miller**, consumer marketing manager, Eli Lilly and Co.
- 13. **Meryl Weinreb**, global brand manager, AstraZeneca
- 14. **Sumana Rajagopal**, global media and advertising, Merck

- 15. **Peter Justason**, director, global marketing group, Johnson & Johnson
- 16. **Barry Schmader**, executive vice president/creative director, Dudnyk
- 17. **Ray Kerins**, vice president, worldwide communications, Pfizer
- 18. **Melissa Clark**, director of marketing development, Novartis Pharmaceutical
- 19. **Ahna Purohit**, president/CEO, Purohit Navigation
- 20. **Joan Mikardos**, senior director, media, sanofi-aventis US
- 21. **Ross Thomson**, executive vice president, chief ideation officer, Vox
- 22. **Mark Goldstone**, president, DDB Health Worldwide
- 23. **Peter Pitts**, partner/director global healthcare, Porter Novelli
- 24. **Jonathan Isaacs**, chief creative officer, Ogilvy Healthworld
- 25. **Patricia Malone**, principal/creative director, Stratagem
- 26. **Robert Griffith**, managing director, Beacon Healthcare Communications
- 27. **Scott Watson**, EVP, group chief creative officer, CommonHealth
- 28. **Becky Butler**, interactive marketing manager, Roche
- 29. **Benjamin Lei**, group manager, eMarketing, Genentech
- 30. **Jack Barrette**, CEO, WEGO Health
- 31. **James Chase**, editor in chief, MM&M magazine (not a judge)
- 32. **Joe Shields**, product director, Enbrel, Wyeth
- 33. **Mike Myers**, president, Palio
- 34. **Jim Maffezzoli**, senior director/group leader, Pfizer
- 35. **Dale Taylor**, CEO, AbelsonTaylor
- 36. **Michael Boken**, senior director, Vyvanse marketing, Shire
- 37. **Graham Mills**, executive creative director, Digitas Health
- 38. **Whit Rawlinson**, associate director, Boehringer Ingelheim
- 39. **Jim Pantaleo**, VP, publisher, MPR
- 40. **Samuel Trujillo**, director, consumer marketing, Bayer HealthCare
- 41. **Thom Graves**, studio director, healthcare, IOMEDIA
- 42. **Jill Balderson**, senior vice president, HealthEd Group