



2015 JUDGES

Choosing the best of the best is never easy. It is a challenging task. Our panel of more than 100 of the industry's top thinkers, opinion makers and creatives used their vast expertise and tried-and-true insight to score the hundreds of entries for the MM&M Awards 2015. Here they are.



Emil Andrusko
President, Licensed Products
Division, Sr. VP, Pharmaceutical
Strategy, Principal, Benchworks



Matthew Baker
Head of Planning
J. Walter Thompson Worldwide



Mary Barbato
VP Marketing
dLife



Jack Barrette
CEO
WEGO Health



Steve Bateman
VP, ACD Art Director
Flashpoint Medica



Christian Bauman
Managing Director and Chief
Creative Officer, H4B Chelsea



Wendy Blackburn
Executive Vice President
Intouch Solutions



David Blair
Head of Industry, Health
Google Inc.



Jessica Boden
President
StoneArch



Becky Bodenner
SVP, Creative Director
Giant Creative Strategy



Mike Boken
Managing Partner
Benchworks Consulting



Jay Bolling
CEO
PulseCX



Mike Devlin
EVP, Creative Director
FCB Health



Deborah Dick-Rath
Senior Director
Sanofi



Stephen Calabrese
Director, Digital Strategy
Novartis



Dana Callow
VP, Creative Director
Scout



Jay Carter
Sr. VP, Director of Strategy Services
AbelsonTaylor



Amy Chafin
Marketing Director
Eli Lilly & Company



Tracy Doyle
CEO
Phoenix Marketing Solutions



Susan Duffy
President
McCann Regan Campbell Ward



Alyson Connor
President
MicroMass Communications, Inc.



Kate Cronin
Global Managing Director
Ogilvy Public Relations



Jim Curtis
CRO
Remedy Health Media



Rich D'Ginto
SVP, Executive Creative Director
Navicor



Zoe Dunn
President
Hale Advisors Inc



Deborah Dunsire
CEO
FORUM Pharmaceuticals



Mark Evans
Digital Strategy Director
Langland



Tina Fascetti
Chief Creative Officer
Guidemark Health



Rich Daly
Managing Partner
RavineRock Partners



Jim DeLash
Director, Multi-Channel Marketing
GlaxoSmithKline



Mike DePirro
Co-Founder/Partner
DePirro/Garrone



Guy Desimini
SVP, Group Creative Director
Sudler & Hennessey



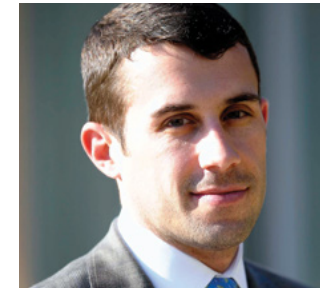
Rich Feldman
Managing Partner
Source Marketing



John Fish
Global Director Digital
Astrazeneca



Peter Flaschner
SVP Client Experience
Klick



Brian Fox
McKinsey & Company

2015 CHAIR OF JUDGES

Anne Whitaker
EVP and Group Chairman
Valeant Pharmaceuticals

Anne is an accomplished pharmaceutical executive with more than 24 years of experience in key leadership roles across healthcare sales, marketing and commercial management. Prior to joining Valeant, where her commercial role spans multiple companies and geographies, Anne served as President, Chief Executive Officer and a member of the Board of Directors of Synta Pharmaceuticals, a biopharmaceutical company focused on research, development and commercialization of novel oncology medicines. During her time as CEO, Anne was recognized for her work in streamlining the organization and prioritizing its rich pipeline opportunities. Prior to joining Synta, she served as President, North America Pharmaceuticals, at Sanofi, where she oversaw all pharmaceutical and consumer health-care operations within the region. Previously, Anne held various leadership positions at GlaxoSmithKline, including SVP and Business Unit Head, Cardiovascular, Metabolic and Urology (CVMU) and SVP of Leadership and Organization Development. MM&M thanks her.





Gaëtan Fraikin
CEO
Audacity Health LLC



Maureen Franco
CEO
Cambridge BioMarketing



Josh Franklin
VP, Strategy & Business
Development, Chiesi USA



Jeffrey Freedman
SVP, Digital Strategy
Synapse Medical Communications



John Gardner
President
Luckie & Company



Lisa Garrone
Partner
DePirro/Garrone LLC



Bruce Grant
SVP / Strategy
Epsilon



Fabio Gratton
Co-founder, Innovation Catalyst
Sonic Health



Steve Hamburg
Chief Creative Officer
Calcium



Mike Hartman
Chief Creative Officer
W2O Group



John Hosier
Executive Director, Commercial
Operations, Eisai



Sharon Howard-Butler
SVP, Creative Director
The CementBloc



Alan Imhoff
CEO
FrontlineMedical Communications



Paul Ivans
CEO
Evolution Road, LLC



Joe Jelic
ECD/Partner
CultHealth



Peter Justason
Director, eMarketing
Purdue Pharma LP



Hans Kaspersetz
President
Arteric



R. Shane Kennedy
Managing Director
TBWA\WorldHealth



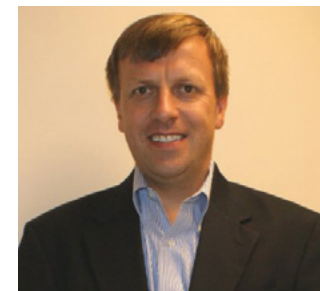
Adam Kesselman
Director
Pfizer



Stu Klein
Interpublic Healthcare Practice
Lead, Interpublic



Brian Layden
Vice President
Haymarket Media



Simon Lemmy
VP Marketing
Clarus Therapeutics



Pierre Loo
Regional Creative Director
Red Fuse Communication Asia



Deborah Lotterman
Chief Creative Officer
LehmanMillet



Michael Luby
CEO
BioPharma Alliance



Bob MacAvoy
SVP, Business Development
Doximity



Melissa Mackey
Head, Social Media CoE, Digital
Medicines, Novartis



Lynn Macrone
Founding Partner
JUICE Pharma Worldwide



Michael Maher
President
ID Health



Michael Marino
CEO
Big Arrow Group



Joseph Mastracchio
EVP, Channel Strategy
DMD



Richard Nordstrom
CEO
Liberate Ideas



Ross O'Shea
Creative Director
Arteric



JC Parker
Executive Creative Director
Evoke Health New York



Kristin Patton
President
KBP Associates



Kevin McHale
Managing Director, EVP, ECD
Neon



Michael McLinden
Practice Director, Healthcare
McK-Connolly Partners



Lars Merk
Marketing Director
AstraZeneca



Kevin Millar
Vice President, Operations
INVIVO Communications Inc.



Lance Paul
Executive Creative Director
Evoke Health



Rob Peters
SVP, Strategy
MicroMass Communications, Inc.



Julie Petroski
VP, Group Creative Director
Targetbase



Frank X. Powers
President
Dudnyk



Mark Miller
SVP, Healthcare Portfolio Lead
Epsilon



Dave Miller
Managing Partner
Flywheel



Tony Miller
Executive Creative Director
AndersonDDB



Graham Mills
Global Chief Creative Officer
Publicis Healthcare Group



John Quick
SVP and Partner
FleishmanHillard



Will Reese
Chief Innovation Officer
Cadient



Chet Moss
Chief Creative Officer
ICC



Michael Mrakovcic
Partner and CD
DNA Communications Group



Edward Nathan
Strategy Lead
Razorfish Health



Stephen Neale
Senior VP, Executive Creative
Director, AbelsonTaylor





Dave Renner
EVP, Creative Director
ICC



Jennifer Rinaldo
Senior Product Director
Actavis



Janie Rodriguez
Senior Manager
Pfizer



Susan Roher
SVP, Creative Director
Narel Communications



Farah Speer
Executive Director
Golin



Michael Spitz
VP Strategy
Klick Health



Craig Sponseller
Vice President of Medical Affairs
Kowa Pharmaceuticals America, Inc.



Ross Toohey
President
2e Creative



Michael Roth
Healthcare Practice Leader
Bliss Integrated Communication



Craig Rothenberg
Former VP Corporate
Communication, J&J



Debra Sangiuliano
Director, Media
Pfizer



Michael Sanzen
Founder, Chief Creative Officer
Concentric Health Experience



Lesley Van de Ven
Creative Director
FCB Health Toronto



Peter Villucci
ECD
The Cadient Group



Brady Walcott
Chief Marketing Officer
IOMEDIA



Bill Werbaneth
SVP, Client Services Director
ghg



Chris Schnurman
SVP, Performance and
Development, Health4Brands



Ryan Scully
President
Warshaw



Peter Shaw
Chief Medical Officer
QPharma Inc.



Amanda Sheldon
Senior Director, Global Content
Strategy, Medtronic



Reaves West
Associate Director, Marketing
Communications, Merck & Co., Inc.



Brian Wheeler
Managing Partner
RevHealth



Erinn White
President/CEO, Centron PR
(formerly HealthStar PR)



Jonathan Wilson
President, Spectrum Science
Communications



Sandra Shpilberg
Vice President, Strategic Mktg. &
Com. Planning, Nora Therapeutics



Marc Sirockman
VP, Creative Director
Artcraft Health



David Sonderman
Executive Creative Director/EVP
GSW Worldwide



Rick Soni
President & COO
Relahn



Donna Wray
VP, Digital Marketing
TG&S Advisors



Terri Young
WW Head Multichannel Marketing
BMS



David Zaritsky
President
PulseCX