

FINALISTS

- Dustin Haines, ViiV Healthcare
- Jonathan Kuhn, Acorda Therapeutics
- Molly Painter, Baxalta
- Suzanne Wilmot, Novartis Pharmaceuticals

**Personality**  
INDUSTRY MARKETER OF THE YEAR

*Marketing executives who have excelled in their roles for any healthcare organization (pharma, biotech, devices, diagnostics, medical group, payer, association, supplier, etc.). //Sponsored by Everyday Health*

**GOLD**

**Dustin Haines**, VP of marketing at ViiV Healthcare



ViiV Healthcare specializes in developing HIV treatments. It was established in 2009 through the combined HIV assets of GlaxoSmithKline and Pfizer (Shionogi entered the fold in 2012).

Dustin Haines has been a driving force behind ViiV's marketing team for the last six years. He previously held numerous sales positions within

GSK's HIV division. Among his numerous accomplishments, judges were particularly impressed by the back-to-back launches of HIV treatments Tivicay (2013)

and Triumeq (2014). Both products have reportedly continued to surpass ViiV's expectations.

"Dustin's team executed an amazing launch in a difficult category," said one judge.

"Dustin's leadership of the launch of Tivicay/Triumeq resulted in a level of success unprecedented in the HIV category," a second judge noted.

A McCann Echo representative explained that Haines spearheaded a strategy that allowed the two brands to complement each other in a highly

competitive landscape. As a result, the agency said the two launches are viewed among the most successful of 2013 and 2014.

Colleagues described Haines as a well-respected leader who fosters innovation. Several noted his tremendous ability to unite and motivate teams as well as his deep understanding of customers and competitors. One colleague applauded his "enviable balance of intuitive strategic vision and pragmatic executional drive."

**SILVER**

**Molly Painter**, senior marketing director, Hemophilia A and B Portfolio Leader at Baxter Healthcare Corporation



Judges recognized Molly Painter as a true innovator.

Colleagues described her as a highly intelligent, positive, solution oriented leader and "a master at ensuring integration and team alignment." Several specifically noted her ability to integrate global teams and drive exceptional results for her employers and the patients they serve.

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