

AT WORK WITH ...



AMBER ROGERS

SVP, managing group director,
Giant Creative/Strategy

What was your big break?

A college professor invited me to join a medical communications company as an intern. The experience provided a strong foundation from which I could quickly grow my career.

What's the best and/or worst part of your job?

The best part of my job is the opportunity to build relationships. The worst is the necessary, but less fulfilling administrative tasks.

What's the view like from your office/work area?

I can see San Francisco's iconic Coit Tower from the window in my office—when I look up from my laptop and meetings long enough to enjoy the view.

Where did you go to college and did it help you prepare for your career?

I attended the school-within-a-school journalism program at Long Beach State in California. The faculty was made up of rotating “real-world” professionals who could impart recent experience, and I left with both a portfolio and a job.

Where will you be in five years?

I hope to grow with Giant and be at the front of the pack with the great thinkers as the industry evolves.

After a 40-year career in communications, Lee Davies, the recently appointed SVP, director of client services for Makovsky's health practice, says his next big goal is to “prepare the next generation of great communications for the challenges and opportunities they will face.

“My role is to share everything I have gleaned from all my experiences so that others can learn from my successes and my mistakes. That is the essence of integrated knowledge,” he says.

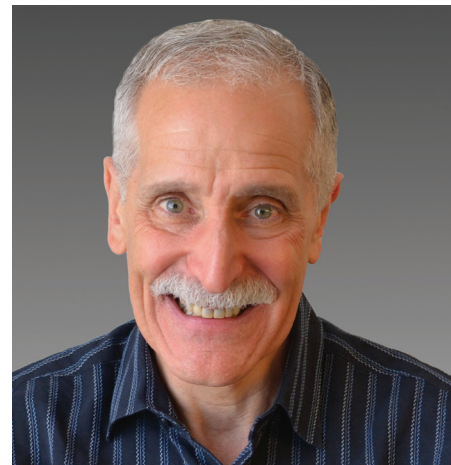
He hopes to evolve the skill sets of the agency's young staff by advocating for “great writing, effective media communications and the ability to speak with confidence.”

Davies's passion for health-care communications began at Columbia University, where he studied biology and English. He also earned an MBA in marketing from Wharton.

The joy of science and scientific problem solving led him to Schering-Plough, where he worked as the director of global product communications and advocacy relations. He took on a similar role at Merck, which acquired Schering-Plough in 2009, as director of global media relations and global product communications.

In his new role, Davies says he hopes to evolve traditional client services into more of a partnership with an emphasis on counseling. “Clients are moving at such a rapid pace, they have no time for ‘yes’ people. They need experienced senior advisers who've been in the trenches and know what works and what doesn't.”

For those looking to become more than yes-men themselves, especially at the outset of their career, he recommends: “Listen,



UPWARD MOVE

Lee Davies

SVP, director of client services,
health practice, Makovsky

listen, listen. Pay attention, ask questions and learn. There is no shortcut to understanding.”

—Kevin McCaffrey

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