



2010 judges Cynthia North, Joe Shields and Deborah Dick-Rath are inspired by a print campaign while Raj Amin reads through the results

# WHO ARE THEY TO JUDGE?

The MM&M Awards 2011 judging panel is in place and poised to descend on the Hotel Warwick in New York City on June 27 for a hard day's work, reviewing and scoring your submissions. Once again we have recruited a blend of seasoned judges and new recruits. Among the new faces are Henry Anderson, associate director, HCP digital strategies at Novartis; Paul Ewing, senior director/group leader, patient marketing at Pfizer; Breichen Madej, senior product director, neuroscience marketing at Bristol-Myers Squibb; and Kevin McDermott, VP, managed markets at Daiichi-Sankyo. As usual, the winners will be revealed for the first time at our spectacular dinner event at Cipriani 42nd Street in New York on October 11.

**MM&M**  
Awards  
2011

**Entry kits:** [www.mmm-online.com/awards](http://www.mmm-online.com/awards)

**Deadline for entries:** May 13, 2011

**Program and event information:** Anthony Curry, 646-638-6009

**Sponsorship opportunities:** Cole Razzano, 646-638-6141 and Brittany Thompson, 646-638-6152

## The MM&M 2011 Judges

The following executives were confirmed as of April 18, 2011.

<b>Henry Anderson</b> , Associate Director, HCP Digital Strategies, Novartis
<b>Jack Barrette</b> , CEO, WEGO Health
<b>Mike Boken</b> , Senior Director, Operational Excellence, Shire Pharmaceuticals
<b>Becky Chidester</b> , President, Wunderman Worldwide Health, Wunderman
<b>Amy Cowan</b> , Head of Industry, Health, Google
<b>Christine Coyne</b> , Senior Director, Adult Endocrinology, Endo Pharmaceuticals
<b>Deborah Dick-Rath</b> , Senior Vice President, Healthcare, Symphony Advanced Media
<b>Bill Drummy</b> , Founder and CEO, Heartbeat Ideas
<b>Paul Ewing</b> , Senior Director/Group Leader, Patient Marketing, Pfizer
<b>Mark Goldstone</b> , President, DDB Worldwide
<b>Shwen Gwee</b> , Lead, Digital Strategy and Social Media, Vertex Pharmaceuticals
<b>Steve Hamburg</b> , Chief Creative Partner, RosettaWishbone
<b>Paul Ivans</b> , President, Evolution Road
<b>Peter Justason</b> , Director, eMarketing, Purdue Pharma
<b>Ray Kerins</b> , Vice President, External Affairs & Worldwide Communications, Pfizer
<b>Peter Labadie</b> , Managing Director, Williams Labadie
<b>Benjamin Lei</b> , Associate Director, Interactive Marketing, eMarketing, Genentech
<b>Monique Levy</b> , VP Research, Manhattan Research
<b>Rich Levy</b> , EVP, Chief Creative Officer, Drafftcb Healthcare
<b>Deborah Lotterman</b> , EVP, Director Account Services & Planning, LehmanMillet
<b>Mike Luby</b> , Founder and CEO, BioPharma Alliance
<b>Breichen Madej</b> , Senior Product Manager, Neuroscience Marketing, Bristol-Myers Squibb
<b>Marjorie Martin</b> , VP, General Manager, AOL
<b>Kevin McDermott</b> , Vice President, Managed Markets, Daiichi Sankyo
<b>Larry Mickelberg</b> , Chief Digital Officer, Havas Worldwide Health
<b>Sean Moloney</b> , CEO/Co-Founder, Dramatic Health
<b>Marc Monseau</b> , Director, Corporate Communication, Social Media, Johnson & Johnson
<b>Mike Myers</b> , President, Palio
<b>Edward Nathan</b> , Chief Ideation Officer, Saatchi & Saatchi Health NY
<b>Mark Nolan</b> , SVP, Group Creative Director, Digitas Health
<b>Cynthia North</b> , Customer Marketing Director, Bayer HealthCare
<b>Paul O'Neill</b> , Managing Director, ICC
<b>Dave Ormesher</b> , CEO, closerlook
<b>Jim Pantaleo</b> , VP, Publisher, MPR
<b>Jennifer Rinaldo</b> , Director, Forest Laboratories
<b>Bruce Rooke</b> , Chief Creative Officer, GSW Worldwide
<b>Joe Shields</b> , Director, Worldwide Innovation, Pfizer
<b>Anita St. Clair</b> , Chief Client Development Officer, Health Ed Group
<b>Dale Taylor</b> , President and CEO, AbelsonTaylor
<b>Thomas Thill</b> , Senior Director of Marketing, KCI
<b>Katy Thorbahn</b> , SVP, General Manager, Razorfish Health
<b>Al Topin</b> , President, Topin & Associates
<b>Thomas Treusdell</b> , Director Product Marketing, Siemens Medical Solutions
<b>Scott Watson</b> , EVP/chief creative officer, Ogilvy CommonHealth