

JUDGING PANEL

MM&M Awards 2013

THE MM&M AWARDS 2013 JUDGES

Bill Abernethy, Vice President, Global Market Development, Prosensa Therapeutics

Jay Appel, Director, Multi-Channel Marketing, Amgen

Christine Armstrong, Managing Director, IOMEDIA

Emily Baier, Associate Director, Public Relations, Boehringer Ingelheim

Mark Bard, Founder, Digital Health Coalition

Jack Barrette, CEO, WEGO Health

Natalie Bartner, Head of Commercial Strategy for North America Pharmaceuticals, Sanofi

Gina Battiste, Associate Director, Urology Marketing, Astellas Pharma

Christian Bauman, Managing Director & Chief Creative Officer, H4B Chelsea

Pilar Belhumeur, Partner, Executive Creative Director, Greater Than One

Lynn Benzing, CEO/Professor, Wellness Advocates/NYU

Wendy Blackburn, Executive Vice President, Intouch Solutions

David Blair, Head of Industry, Health, Google

Peter Bless, Sales Director, Wolters Kluwer

Jessica Boden, President, StoneArch

Jay Bolling, Chief Executive Officer, Roska Healthcare Advertising

Marvin Bowe, SVP, Executive Creative Director, The Navicor Group

Renee Brauen, Global Channel Lead for Mobile, Multi-Channel Marketing, Pfizer

Jaime Butler-Binley, Partner/Creative Lead, Fingerpaint

Stephen Calabrese, Director, Digital Strategy and Services, Novartis Oncology

Angela Walker Campbell, VP, Executive Creative Director, Prime Access

Jay Carter, Senior Vice President, AbelsonTaylor

Amy Chafin, Global Oncology Marketing Director, Eli Lilly & Company

Stephen Cheren, Director, Marketing Excellence, Novartis Pharmaceuticals

Becky Chidester, President, Wunderman World Health

Pete Clancy, Director of Strategy, closerlook

Nick Colucci, President and Chief Exec. Officer, Publicis Healthcare Communications Group

Christine Coyne, Senior Director, Auxilium

Diane Cummins, Worldwide Director, Colgate-Palmolive

Jim DeLash, Director, Consumer Multi-Channel Strategy, GlaxoSmithKline

Deborah Dick-Rath, President, Epic Proportions

Bill Drummy, CEO, Heartbeat Ideas

Deborah Dunsire, CEO and President, Millennium: The Takeda Oncology Company

Elizabeth Elfenbein, Partner, Creative, The CementBloc

Helene Ellison, Chair, Global Healthcare Practice, Burson-Marsteller

Joyce Ercolino, Director, eStrategy, CSL Behring

Alex Fishgoyt, SVP Director of Creative Development, Harrison and Star

Lisa Flaiz, Group Director, Digital Marketing, Janssen

Thomas Flaten, Director, Epilepsy Franchise, Eisai Inc

Olga Fleming, EVP/Managing Director, Cohn & Wolfe

Maureen Franco, CEO, Cambridge BioMarketing

Chris Freeman, Marketing Director, Gilead Sciences

Dave Giles, Sr. Marketing Director, ADHD Provider Team, Shire

Marcia Goddard, Chief Creative Officer, McCann Torre Lazur Group

Traci Gonzales, Strategic Digital Marketing Manager, Galderma Labs

Jennifer Gottlieb, Leader, w2o Group

Richard Guarino, Chief Medical Director, Validus Pharmaceuticals

Gautam Gulati, Chief Medical and Innov. Officer, SVP Prod. Mgmt. Physicians Interactive

Shwen Gwee, Chief Digital Officer, Chandler Chicco Companies

Steve Hamburg, Chief Creative Officer, LLNS

Mike Hartman, Executive Creative Director, LBI/MRY Health

Brian Heath, Marketing Director, Amgen

Olav Hellebo, CEO, Clavis Pharma

Nancy Hicks, SVP, Associate Director, North America Healthcare, Ketchum

Louisa Holland, Co-CEO, the Americas, Sudler & Hennessey

Keith Hopps, Marketing Director, Medtronic

John Hosier, Group Marketing Director, Specialty Care, Eisai

Dominique Hurley, Senior Director Commercial Systems, Ironwood Pharmaceuticals

Paul Ivans, President & CEO, Evolution Road

Jill Jepson, Sr. Director Global Marketing, BioMarin Pharmaceutical

Peter Justason, Director, eMarketing, Purdue Pharma

Fred Kinch, Managing Partner, Creative Director, AgencyRx

Richard Kindberg, President/CEO, Vistek Medical

Stu Klein, Healthcare Practice Lead, Interpublic



While submissions to the MM&M Awards are now closed, the fun—and the hours of hard work—are about to begin for our judges. As in previous years, the 2013 panel features a variety of esteemed leaders, thinkers and experts representing a range of disciplines within pharma, biotech, devices and diagnostics, agencies and media companies. Their hard work will determine which agencies win gold on October 2 in New York.

- Kathy Kovalic**, Director of Marketing, Drug Delivery, B Braun Medical
- David Krawitz**, Executive Director, Global Communications and Philanthropy, Amgen
- Brian Lange**, Marketing Director, GlaxoSmithKline
- Larry Lannino**, General Manager, Beacon Healthcare
- Brian Layden**, VP, Sales & Business Development, Haymarket Media
- Eugene Lee**, SVP, Media Innovation & Analytics, Communications Media
- Matthew Leung**, Director of Advertising—Healthcare, Reckitt Benckiser
- Harry Levy, MD, MPH**, President, interMDnet
- Monique Levy**, Vice President, Research, Manhattan Research
- Rich Levy**, EVP/CCO, Draftfcbb Healthcare
- R.J. Lewis**, President & CEO, eHealthcare Solutions
- Mike Luby**, CEO, BioPharma Alliance
- Maria Maccacchini**, President & CEO, QR Pharma
- Lynn Macrone**, Partner, Chief Creative Officer, JUICE Pharma Worldwide
- Patricia Malone**, SVP, Creative Director, Dudnyk
- Maria Marcelli**, Head, Marcom US Radiology, Bayer HealthCare
- Dave Marek**, Executive Vice President, Consumer Services, WebMD
- Jerry Maynor**, Director of Marketing and Business Development, Cegedim Strategic Data
- Lars Merk**, Director, Digital Platforms, McNeil Consumer Healthcare
- Larry Mickelberg**, Partner, Chief Digital Officer, Havas Health and President, Havas Lynx US
- Tony Miller**, Executive Creative Director, AndersonDDB
- Graham Mills**, Executive Creative Director, Digitas Health
- Jennifer Mons**, Marketing Director, Strathspey Crown
- Marc Monseau**, Founder, MDM Communications
- Chet Moss**, Chief Creative Officer, ICC Lowe
- Mike Myers**, President, Palio+Ignite
- Anne O'Brien**, VP Strategic Solutions, Remedy Health Media
- Christopher Ovdienko**, VP, Creative Director, GSW Worldwide
- Gary Palmer**, Chief Medical Officer and VP Medical Affairs, Eisai
- David Paragamian**, Group Company President, Huntsworth Health
- Neema Patel**, Marketing Director, Eisai
- Dina Peck**, ECD, Managing Partner, CDMiConnect

- Aris Persidis**, President, Biovista
- Mary Pietrowski**, Sr. Director, Digital Strategy & Marketing, Hologic
- Peter Plante**, Assoc. Director Global Marketing, Merck & Co.
- Barbara Pritchard**, Principal, WentzMiller Global Services
- Charlene Prounis**, CEO, Flashpoint Medica
- Will Reese**, Chief Innovation Officer, Cadient Group
- Dan Renick**, President, Hobart Group Holdings
- Jennifer Rinaldo**, Senior Product Director, Forest Laboratories
- Anthony Rotolo**, Chief Creative Officer, True Health + Wellness
- Debra Sangiuliano**, Director, Pfizer
- Leerom Segal**, President & CEO, Klick Health
- Robin Shapiro**, EVP, Chief Creative Officer, CAHG
- Jared Shechtman**, Business Development & Social Media Extrovert, extrovertic
- Manos Sifakis**, President & CEO, customediabooks
- Todd Smith**, EVP, Chief Commercial Officer, Horizon Pharma
- Rick Soni**, President & COO, Rexahn Pharmaceuticals
- Allen Stegall**, Principal, Executive Director of Strategy, Scout Marketing
- David Stern**, Global Head, Fertility Franchise, EMD Serono
- Katherine Stultz**, Executive Director Oncology Marketing, Celgene
- Sriram Subramanian**, CEO & Founder, WhizRx
- Felipe Tilca**, Senior Business Analyst, Abbott
- Wanda Turini**, President/CEO, Bull's Eye Innovations
- Paroo Uppal**, Senior Director, Marketing, Baxter Healthcare
- Kristin Vitanza**, Brand Director, Endo Health Solutions
- Scott Weintraub**, Chief Marketing Officer, Healthcare Regional Marketing
- Amy West**, Associate Director Patient Relationship Marketing, Novo Nordisk
- Reaves West**, Medical Account Executive, Merck & Co.
- Marker Wiegand**, Director, Consumer Marketing, Amgen
- Arthur Wilschek**, Executive Director Global Sales, New England Journal of Medicine

For more information about the MM&M Awards Dinner, including sponsorship opportunities, visit awards.mmm-online.com