

Though the scope of the MM&M Awards continues to grow wider, the methods used to pick the winners has kept its focus. This summer, a highly regarded group of 40 of the industry's biggest doers, thinkers and opinion makers used their combined expertise to review and score several hundred entries for the MM&M Awards 2011, making sure that the best of those entries won

Judges

2011



Jack Barrette
CEO,
WEGO Health

Jack Barrette is the CEO of WEGO Health, the first online community to empower Health Activists—consumer social-media opinion leaders—to help others through the health social web. Previously, he was Category Development Officer for Health at Yahoo! Jack is also an author and a frequent public speaker, as well as maintaining a presence on Twitter as @healthyjack.



Mike Boken
Senior Director, Operational
Excellence, Shire Pharmaceuticals

Mike's 11 years of pharmaceutical-marketing work include experience on five products (Prevnar, FluMist, Synvisc, Adderall XR and Vyvanse) in three different disease states. He has worked on three product launches, two of which have become \$1B+ blockbusters (Prevnar & Vyvanse). His Vyvanse marketing team was recognized as Small Pharma Marketing Team of the Year by *MM&M* for 2009. Mike is also a member of the *MM&M* Advisory Board.



Lisanne Budwick
Senior Vice President, Ogilvy
CommonHealth Specialty Marketing

Lisanne has been in the advertising industry (mostly healthcare marketing) since 1990, and with Ogilvy CommonHealth for 13 years. Her work gives clear visual expression to complicated biopharmaceutical theories. A talented designer and inspiring leader, she is an advocate for the branding and consistency that enhance promotional investment. Her creative thinking, understanding of strategic vision, and insight ensure the development of potent, cohesive, and forward-thinking campaigns.



Christine Coyne
Senior Director, Adult Endocrinology,
Endo Pharmaceuticals

Christine Coyne's achievements at Wyeth-Ayerst Global Pharmaceuticals, where she started her career, included two President's Awards for her work on a senior-care business plan and a spot on the Enbrel Global Rheumatology Brand Team. Now at Endo, she is responsible for the strategic direction of Voltaren® Gel, along with the management of the contract and partnership with Novartis Consumer Health. She holds a Masters in Business Administration from Eastern University.



Deborah Dick-Rath

Senior Vice President, Healthcare,
Symphony Advanced Media

In her role at Symphony Advanced Media, Deborah helps DTC brands solve media-mix problems through the use of research analysis and innovative technology. Prior to taking on her position at Symphony, Deborah, who has spent 25 years in healthcare marketing and advertising, was Executive Director of Global Advertising at Novartis Pharmaceuticals. She also serves as a member of the *MM&M* Advisory Board.



Bill Drummy

Founder and CEO,
Heartbeat Ideas

Bill Drummy is the Founder and CEO of Heartbeat Ideas, a 13-year-old full-service marketing company that specializes in sales and marketing solutions for the healthcare, wellness, and beauty industries. A digital healthcare expert with over 20 years of experience, he often writes on industry issues and has been a featured speaker at numerous conferences. Bill can be reached at billd@heartbeatideas.com.



Mark Goldstone

President,
DDB Worldwide Healthcare

Mark began his career as a pharmacist, but a love of writing led him to work in the advertising business. He has worked on many of the world's biggest pharmaceutical, healthcare and FMCG brands. Prior to DDB, he was EVP at Publicis Healthcare Communications Group. He has also been the COO and Director of Global Business for Euro RSCG Life Worldwide. Mark is a member of the Institute of Practitioners in Advertising and the Marketing Society of Great Britain.



Fabio Gratton

Chief Innovation Officer,
Ignite Health

In addition to being Ignite Health's Chief Innovation Officer, Fabio Gratton is also a founding partner of the company. A member of *MM&M*'s editorial board, Gratton regularly contributes to some of the top e-health marketing blogs. Considered an industry leader in the area of Health 2.0, he sits on e-governance councils at some of the top 10 pharmaceutical companies in the world. A graduate of UCLA's film program, he was a screenwriter before coming to the medical marketing industry.



Shwen Gwee

Vice President, Digital Health,
Edelman

Shwen is currently VP of Digital Health at Edelman's NYC office, responsible for leading and developing the digital health offerings and expertise within its Health Practice. He joined Edelman from Vertex Pharmaceuticals, where he most recently led Digital Strategy and Social Media within the Marketing department. Prior to Vertex, Shwen managed the respiratory franchise Speakers Bureau and was part of the Marketing Communications department at Sepacor.



Steve Hamburg

Chief Creative Partner,
RosettaWishbone

Steve's advertising career has extended over 25 years, and includes work in professional promotion, DTC, and consumer advertising. At RosettaWishbone, he focuses on how the convergence of digital and traditional marketing can transform brands and client businesses. Prior to RosettaWishbone, Steve was Chief Creative Officer of Nelson Communications, where he helped manage a portfolio of such agency services as advertising, medical education, and interactive.



Paul Ivans

President,
Evolution Road

Paul has spent the last 25 years growing brands across the pharmaceutical, healthcare, packaged goods, financial services and telecommunications industries, with the last 15 years focused on digital marketing for healthcare brands. He and his team have developed digital-marketing strategic planning processes for pharmaceutical clients, invented the leading methodologies that the industry uses to measure eMarketing ROI and delivered over \$1 Billion dollars in incremental topline sales.



Peter Justason

Director, eMarketing,
Purdue Pharma

Peter has over 25 years of experience in various Sales & Marketing positions within the pharmaceutical industry, including 10 years at Johnson & Johnson and 15 years with Searle Canada. He has a Bachelor of Science and a Bachelor of Education from Acadia University and a Master of Business Administration from the University of Toronto.



Ray Kerins
Vice President, External Affairs & Worldwide Communications, Pfizer

Ray oversees all strategy and execution of Pfizer’s communications programs globally, including digital and social-media engagements. Prior to Pfizer, he served as Executive Director of Public Affairs for Merck & Co. Inc., was a member of the GCI Board of Directors and was a manager in the media relations department of Porter Novelli. Ray has received many company and industry honors and awards, including being named the “2010 Public Relations Professional of the Year” by *PRWeek* Magazine.



Peter Labadie
Managing Director, Williams Labadie

Peter Labadie is a founding member of Williams-Labadie, and served as CEO of the agency following its affiliation with the Leo Burnett Company in 1997. Since 2007, Peter has served as Managing Director of the Chicago-based healthcare agency, which is now a member of the Publicis Healthcare Communications Group.



Monique Levy
Vice President, Research, Manhattan Research

Monique Levy leads Manhattan Research’s consumer and healthcare professional eHealth and marketing research and analysis. Before joining Manhattan Research, she was Senior Analyst at JupiterResearch, leading their health coverage. Levy has been quoted in outlets such as *The Wall Street Journal*, *The Economist*, and *Med Ad News*. A graduate of Georgetown University’s School of Foreign Service, she also has an M.A. in Clinical Health Psychology from Yeshiva University.



Rich Levy
EVP, Chief Creative Officer, Drafftcb Healthcare

Rich has over 25 years of experience in advertising, branding, and multichannel integrated communications. His healthcare work has been honored by the Clio Rx, Rx Club, *MM&M*, *MedAdNews* and Global Awards. Rich’s consumer work has been awarded at Cannes, the Clios, One Show Awards, and Effies. And his “Can You Hear Me Now?” Verizon Wireless campaign was inducted into the Advertising Walk of Fame in 2002.



Deborah Lotterman
Executive Vice President, Managing Director, LehmanMillet

After stints as chef and filmmaker, Deborah found her way to the world of medical marketing. As creative director, copywriter and strategist, she has developed award-winning campaigns and programs for Johnson & Johnson, Boston Scientific, Abbott, Baxter and numerous start-ups. Her efforts have championed causes from urinary incontinence to IV pain. Deborah, who is noted for her unorthodox taste in hosiery and colorful speech, has a M.A. in professional writing from Emerson College.



Mike Luby
Founder and CEO, BioPharma Alliance

Mike Luby is the founder and CEO of BioPharma Alliance, a management consulting firm that partners with pharmaceutical and biotechnology companies. Prior to BioPharma, he co-founded TargetRx, a pharmaceutical database and analytics company, and spent 10 years in sales and marketing positions at Merck & Co., Inc. Mike has been honored with the *Philadelphia Business Journal*’s “40 Under 40” award. He has an M.B.A. from the Wharton School of the University of Pennsylvania.



Marjorie Martin
Vice President, General Manager, AOL

As the General Manager and Vice President of AOL Healthy Living, Marjorie Martin has been a leader in revenue, marketing and content strategy. Prior to AOL, she was General Manager for the consumer health web site Everyday Health. Among Marjorie’s other positions are Vice President and Managing Editor at WebMD and Executive Producer of Medical News at CNN. She has won an Emmy award and three Mark of Excellence awards from the Society for Professional Journalists.



Kevin McDermott
Vice President, Managed Markets, Daiichi Sankyo

At Daiichi Sankyo, Inc., Kevin McDermott oversees the Value Selling, Pull-Through, Contracting, Trade & Institutional, Customer Value Marketing, Value Pricing & Access and Strategic Project Management functions. He joined DSI in July 2004, and considers himself very lucky to have such a strong, energetic team working with him—people who are up for any challenge the market may put in their way. He takes pride in their desire to be remarkable to their customers every day.



Bill McEllen
President,
echo Torre Lazur

Bill is currently President of echo Torre Lazur and has spent the last eight years in various roles at McCann Healthcare. He has 19 years of experience in healthcare marketing, offering a blend of client-side sales/marketing and agency assignments. His experience encompasses a vast array of brands (both domestic and global) in all facets of their lifecycle.



Larry Mickelberg
Chief Digital Officer,
Havas Worldwide Health

Larry Mickelberg joined Havas in 2009 as its first Chief Digital Officer, working across the Euro RSCG Life (named *Adweek's* Healthcare Agency of the Year in 2010) and Health4Brands global agency networks. He was a pioneer with regard to focusing on digital's role in healthcare communications. Prior to Havas, he led worldwide strategy and business development for Digitas Health. He is a graduate of the Bennett S. Lebow College of Business at Drexel University.



Sean Moloney
CEO/Co-Founder,
Dramatic Health

Based on his work for some of the world's largest healthcare companies, Sean Moloney co-founded Dramatic Health in 2005. This year, the company won the "People's" and the "Judges'" Webby award in the pharmaceutical website category. Previously, he was a director on the Marketing Innovation team at Pfizer, where he was recognized under the Steere Quota Achievers Leadership Award program in 2004. He received a journalism degree from the University of Massachusetts, Amherst.



Marc Monseau
Director,
MDM Communications

Marc Monseau is the founder of MDM Communications, a firm whose goal is to "provide social and digital communication support focusing on healthcare and related industries to help companies become more involved in the social web." Before founding MDM, he spent the previous 14 years with Johnson & Johnson, three of those as the company's Director of Corporate Communication and Social Media. He has also worked as a reporter at Bloomberg News.



Mike Myers
President,
Palio

As a leader in the healthcare marketing and advertising industry for over two decades, Mike knows professional and consumer marketing and advertising. He is an expert and frequent media resource on such topics as emerging technology and social media, talent management, and DTC advertising. Mike writes the CommunityPharm blog, a must read on client/agency relationships. You can follow him on twitter @mikermyers.



Edward Nathan
Chief Ideation Officer,
Saatchi & Saatchi Health NY

Edward brings an uncommon skill set to pharmaceutical marketing, combining 11 years in DTC and business-to-business advertising, focusing on global brands, and 13 years devoted to prescription pharmaceuticals. Prior to joining SSH, he was at Friedmann & Rose, a Boston advertising agency with such clients as Volvo, Sony, Coca-Cola, and Bristol-Myers Squibb. The first phase of Edward's professional life was as an academic, with faculty appointments at Harvard University and Boston University.



Mark Nolan
SVP, Group Creative Director,
Digitas Health

Mark Nolan is a Group Creative Director at Digitas Health and a past winner of the *MM&M* Show Award for Best Overall Campaign in Consumer Press in 2009 for the statin, CRESTOR. He believes in the power of storytelling, and its ability to inspire consumers to take greater responsibility for their health.



Cynthia North
Customer Marketing Director,
Bayer HealthCare Pharmaceuticals

Cynthia has 20 years of healthcare and pharmaceutical marketing experience—ten of them with Bayer HealthCare Pharmaceuticals, where she is the Consumer Marketing Director for their hematology franchise. Before joining Bayer, Cynthia held several key positions at CommonHealth. She launched line extensions of the Claritin® franchise, helping to make it one of the industry's biggest blockbuster brands. Cynthia holds an M.P.A. in Health Policy and Management from Seton Hall University.



Paul O'Neill
Managing Director,
ICC

Paul has been in the pharmaceutical industry for more than 20 years, gaining broad experience across the full spectrum of therapeutic categories. After a successful run of “carrying the bag” in sales, Paul moved into the agency business. His managerial acumen, strategic skills, and tactical innovations have been honed through successful partnerships with numerous major pharmaceutical companies. Paul graduated from Cornell University with a bachelor of science in biology.



Dave Ormesher
CEO,
closerlook

David Ormesher provides leadership and direction for closerlook, inc., a strategic marketing agency serving healthcare. Since founding the company in 1987, Ormesher has grown closerlook into a recognized leader in creating innovative relationship marketing solutions that help pharmaceutical companies get closer to their most important customers. Get in touch with David at dormesher@closerlook.com, or follow him on Twitter @ormshr



Jim Pantaleo
VP, Publisher,
MPR

Jim Pantaleo has over 25 years of sales, publishing and pharmaceutical marketing communications experience. Jim started his career at BMS and Purdue before moving to Pharmacia. Afterward, Jim joined *Medical Economics*, managed sales at PDR and was Group Publisher for numerous journals including *Drug Topics*, *Contemporary OB/GYN* and *Contemporary Pediatrics*. Currently, Jim is the Publisher of *MPR*, *AJHO* and *ONN*.



Jennifer Rinaldo
Director,
Forest Laboratories

Jennifer Rinaldo has extensive marketing experience—including strategic development, promotions, public relations, and publication management. Prior to Forest Laboratories, she worked in market research at Bristol-Myers Squibb. Jennifer is a member of the Advisory Board for *MM&M*.



Janie Rodriguez
Assoc. Dir., Metabolics Marketing,
Boehringer-Ingelheim Pharmaceuticals

Janie Rodriguez is an Associate Director for Tradjenta, a DPP-4 for the treatment of Type 2 Diabetes that was recently approved by the Food and Drug Administration. She has been with Boehringer-Ingelheim Pharmaceuticals, where she started as a Product Manager for Flomax, for six-and-a-half years.



Bruce Rooke
Chief Creative Officer,
GSW Worldwide

As GSW Worldwide CCO, Bruce’s job is to ask “What Could We Do?” versus “What Do We Have To Do?” in order to drive bigger, more compelling ideas. Prior to his run in healthcare, Bruce worked at J. Walter Thompson, where, as Executive Creative Director, he sat on the Worldwide Creative Council and managed the Ford, Shell, Goodyear, Bosch, and Jaguar brands, as well as his first healthcare brand: White Castle Hamburgers!



Anita St. Clair
Chief Client Development Officer,
HealthEd Group

Anita brings an extensive patient marketing background to HealthEd, having worked in multiple account management and strategic planning, supporting clients in the pharmaceutical and consumer marketing industry. She launched HealthEd Encore as the SVP Managing Director before taking on her current role. She has also been SVP, management supervisor at CommonHealth. Anita was named HealthEd’s Rising Star at the Healthcare Businesswomen’s Association.



Dale Taylor
President and CEO,
AbelsonTaylor

In 1981, Dale Taylor co-founded AbelsonTaylor, which under his direction has become the world’s largest independent medical advertising agency. It has been named Agency of the Year three times, Most Admired Agency four times and Most Creative Agency eleven times. It has also won five Ad of the Year Awards. Mr. Taylor, a past member of the Executive Committee of the Medical Advertising Hall of Fame, was also on the Board of Directors of the Biomedical Marketing Association.



Thomas Thill
Senior Director of Marketing,
KCI

Thomas Thill has had a rich marketing and brand management career in global and U.S. marketing leadership roles. His began his career as a chemist for Pfizer, and spent time in pharmaceutical sales before moving into global marketing with Eli Lilly. He shifted to medical devices with Stryker, and now with KCI. His career has spanned consumer and professional marketing. He has a B.S. in Chemistry and Business from Vanderbilt University and an M.B.A. from the University of Michigan.



Al Topin
President,
Topin & Associates

As the president of Topin & Associates, Inc., Al leads the agency, setting the company's vision and strategic direction, as well as its culture. He also is a key strategist for the agency's clients, involved in overall planning, development, and strategic efforts. Having founded Topin & Associates in 1982, he has also been a vice president, marketing, at Helene Curtis and an account executive at J. Walter Thompson.



Thomas Treusdell
Director Product Marketing,
Siemens Medical Solutions

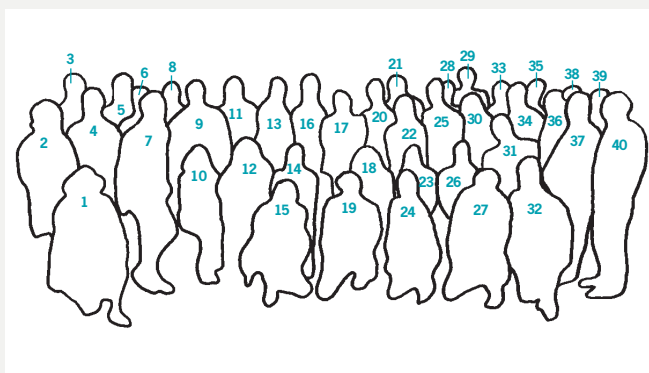
Tom Treusdell is the director of Radiographic and Fluoroscopic systems for Siemens Healthcare Angiography and X-Ray U.S. Business Unit. Since assuming this role in April 2008, he has overseen the U.S. introduction of the Ysio digital radiographic system, increasing market share and sales orders. Tom has been with Siemens for over 20 years, holding various positions. Prior to joining Siemens, Tom worked as a Radiographic Technologist in multiple hospitals in New York.



David Zaritsky
Managing Dir./ Problem Eliminator,
HRM Healthcare Regional Marketing

David Zaritsky had 23 years of experience in pharmaceutical markets before coming to HRM. He was the managing director of pharma/healthcare for Harte-Hanks and before that a vice president of sales and marketing with Promex Medical, Inc. His specialties include consolidation of corporate messaging, brand identity, regional and global marketing, senior relationship ownership in the pharma industry and problem elimination. He is an executive member of PhRMA and a tenured member of the PDMA.

ALL JUDGING PHOTOS: DAN DERRICO



MM&M AWARDS JUDGES 2011

- 1. **Deborah Dick-Rath**, Senior Vice President, Healthcare, Symphony Advanced Media
- 2. **Monique Levy**, VP, Research, Manhattan Research
- 3. **Marc Monseau**, Director, MDM Communications
- 4. **Rich Levy**, EVP, Chief Creative Officer, Drafftcb Healthcare
- 5. **Thomas Thill**, Senior Director of Marketing, KCI
- 6. **Kevin McDermott**, VP, Managed Markets, Daiichi Sankyo
- 7. **Edward Nathan**, Chief Ideation Officer, Saatchi & Saatchi Health NY
- 8. **Dale Taylor**, President and CEO, AbelsonTaylor
- 9. **Bill Drummy**, Founder and CEO, Heartbeat Ideas
- 10. **Anita St. Clair**, Chief Client Development Officer, HealthEd Group
- 11. **Sean Moloney**, CEO/Co-Founder, Dramatic Health
- 12. **Lisanne Budwick**, SVP, Ogilvy CommonHealth Specialty Marketing
- 13. **Thomas Treusdell**, Director Product Marketing, Siemens Medical Solutions
- 14. **Jennifer Rinaldo**, Director, Forest Laboratories

- 15. **Ray Kerins**, Vice President, External Affairs & Worldwide Communications, Pfizer
- 16. **Mark Nolan**, SVP, Group Creative Director, Digita Health
- 17. **Larry Mickelberg**, Chief Digital Officer, Havas Worldwide Health
- 18. **Deborah Lotterman**, EVP, Managing Director, LehmanMillet
- 19. **David Zaritsky**, Managing Director/ Problem Eliminator, HRM Healthcare Regional Marketing
- 20. **Jim Pantaleo**, VP, Publisher, MPR
- 21. **Steve Hamburg**, Chief Creative Partner, RosettaWishbone
- 22. **Christine Coyne**, Senior Director, Adult Endocrinology, Endo Pharmaceuticals
- 23. **Janie Rodriguez**, Associate Director, Metabolics Marketing, Boehringer-Ingelheim Pharmaceuticals
- 24. **Paul O'Neill**, Managing Director, ICC
- 25. **Dave Ormesher**, CEO, closerlook
- 26. **Marjorie Martin**, VP, General Manager, AOL
- 27. **Jack Barrette**, CEO, WEGO Health
- 28. **Bill McEllen**, President, echo Torre Lazur
- 29. **Mike Myers**, President, Palio
- 30. **Cynthia North**, Customer Marketing Director, Bayer HealthCare Pharmaceuticals
- 31. **Mike Boken**, Senior Director, Operational Excellence, Shire Pharmaceuticals
- 32. **Shwen Gwee**, VP, Digital Health, Edelman
- 33. **Bruce Rooke**, Chief Creative Officer, GSW Worldwide
- 34. **Mike Luby**, Founder and CEO, BioPharma Alliance
- 35. **Peter Labadie**, Managing Director, Williams Labadie
- 36. **Paul Ivans**, President, Evolution Road
- 37. **Peter Justason**, Director, eMarketing, Purdue Pharma
- 38. **Al Topin**, President, Topin & Associates
- 39. **Mark Goldstone**, President, DDB Worldwide Healthcare
- 40. **Fabio Gratton**, Chief Innovation Officer, Ignite Health