

DREAM



While entries to the MM&M Awards are now closed, for the judges, the fun—and the hours of hard work—are just beginning.

The 2012 panel is in place and our judges are poised to start poring over hundreds of submissions. As in previous years, the panel features a wide range of esteemed leaders and thinkers representing a variety of industry disciplines across, pharma, biotech, device and diagnostic companies, as well as agency and media creatives and execs. However, this year there is one major difference: The panel has more than doubled in size.

We took the decision to increase the number of judges from around 40 to more than 100 for several reasons. Not only will each entry be reviewed by a larger and more varied group, we will have

THE MM&M AWARDS 2012 JUDGES

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

Manuel Alvarado, Sr. Prod. Mgr. Immunology (HUMIRA) Global Marketing, Abbott Labs

Elizabeth Apelles, CEO, Greater Than One

Irene Aquino, Associate Director, Marketing, Shire HGT

Lisa Bair, CEO, Hobart Group Holdings

Jack Barrette, CEO, WEGO Health

Matt Beebe, President, PROPEL Medical Marketing

Nancy Beesley, Chief Marketing Officer, HCB Health

Ken Begasse, CEO, Agency Operations, Concentric Partners

Ambaw Bellele, Head, US Cancer Commercial Operations, Photocure ASA

Stephanie Berman, Partner, The CementBloc

Sundeep Bhan, Chief Executive, Medivo

Mike Boken, Senior Director, Shire

Renee Brauen, Manager Multi-channel Marketing, Pfizer

Hugo Brown, Assoc. Director, Digital Marketing & Media Strategy, Vertex Pharmaceuticals

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

Michael Castagna, Executive Director, Orencia, Bristol-Myers Squibb

Karen Cavanaugh, Director, Breast Marketing, Genomic Health

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

Christine Coyne, Senior Director, Marketing, Auxilium Pharmaceuticals

David Davidovic, VP Global Head, Commercial Services, Roche and Genentech

David DeJonghe, Director of Marketing, Johnson & Johnson

Olivier Delannoy, Vice President Sales, Ferring Pharmaceuticals

Deborah Dick-Rath, President, Epic Proportions

Jon Doniger, Director, eBusiness, Boehringer Ingelheim

Bill Drummy, CEO, Heartbeat Ideas

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

Stephanie Feldt, Dir., Market Insight, ZymoGenetics, A Wholly Owned Subsidiary of BMS

Derek Fetzer, Director, Johnson & Johnson

David Fink, President, Compass Associates

Lisa Flaiz, VP Strategic Growth & Innovation, imc² health & wellness

Adam Fletcher, Senior Brand Manager, Teva Women's Health

Chris Freeman, Director, Cardiopulmonary Marketing, Gilead Sciences

Matt Giegerich, Chairman & CEO, Ogilvy CommonHealth Worldwide

Mark Goldstone, President, DDB Health Worldwide

Marita Gomez, Managing Director, Paul Werth Associates

Traci Gonzales, Strategic Interactive Marketing Manager, Galderma Laboratories

Adrian Goodall, Global Marketing Manager, Sanofi

Fabio Gratton, Chief Experience Officer, Ignite Health

David Grillo, SVP Creative Director, Blue Diesel

Jeffrey Gruenglas, Director of Client Services & Creative Director, H4B Chelsea

Shwen Gwee, VP, Digital Health, Edelman

Steve Hamburg, Chief Creative Officer, LLNS

Brian Heath, Marketing Director, Amgen

Keith Hopps, Marketing Director, Medtronic

Aleen Hosdaghian, Marketing Director, Triax Pharmaceuticals

John Hosier, Group Marketing Director, Primary Care & Speciality, Eisai

Alan Imhoff, President, IMNG Medical Media

Paul Ivans, President & CEO, Evolution Road

Peter Justason, Director, eMarketing, Purdue Pharma

Jeff Kaminski, Multi-Channel Marketing Strategy, sanofi

Lori Kaplan, Director of Marketing, Bristol-Myers Squibb

Debbie Kenworthy, Dir., Business Analytics—Virology, Janssen (J&J)

Gautam Kollu, VP, Commercial, Exelixis

TEAM 2012

greater flexibility to match the skills and experience of specific judges with particular categories. This way we can be certain that the best work will win.

To make this work effectively, the judging will take place in two distinct stages. In Stage One, 50-60 judges will individually review and score the majority of submissions online, determining which entries which proceed to the final. Then, in Stage Two, 40-50 judges will assemble in New York to discuss and score the finalists, ultimately producing the majority of the gold and silver winners.



Judging the MM&M Awards is a serious business. It's not enough for a submission to simply look good; it must also be effective. That's why, as well as having a band of seasoned creatives to hand, we also recruit a number of marketing and branding execs from the pharma side—48 this year—to add to the authority and credibility of the judging process. We even have a couple of pharma CEOs. (See below for a complete list of 2012 judges.)

As in previous years, judges' scores will remain confidential throughout the process to ensure that the identities of the winners remain under wraps until the Awards dinner and ceremony on October 9, 2012.

• **For ticket reservations and sponsorship opportunities, please visit awards.mmm-online.com.**

Carly Kuper, VP, Strategic Marketing & Corporate Communications, CMI/Compas

Brian Lange, Marketing Director, GlaxoSmithKline

Camille Lee, CVP Diabetes Marketing, Novo Nordisk

Rich Levy, Chief Creative Officer, DraftFCB Healthcare

Mike Luby, CEO, BioPharma Alliance

Roger May, Senior Director of Marketing, Siemens Health Services

Kevin McDermott, VP Managed Markets, Daiichi Sankyo

Carol Meerschaert, Dir., Mktng. and Comm., Healthcare Businesswomen's Assoc. (HBA)

Lars Merk, Director, Digital Platforms, McNeil Consumer Healthcare

Mary Michael, Senior Director, Otsuka

Larry Mickelberg, Chief Digital Officer, Havas Worldwide Health

Graham Mills, Executive Creative Director, Digitas Health

Ed Mitzen, Owner, FingerPaint Marketing

Sean Moloney, CEO/Co-Founder, Dramatic Health

Michael Moody, Senior Division Sales Manager, GlaxoSmithKline

Chet Moss, EVP, Chief Creative Officer, ICC Lowe

Kurt Mueller, Chief Digital Officer, Roska Healthcare

Michael Myers, President, Palio

Stephen Neale, Senior VP, Executive Creative Director, AbelsonTaylor

Cynthia North, Customer Marketing Director, Bayer HealthCare

David Paragamian, Group Company President, Huntsworth Health

Dina Peck, Managing Partner, ECD, CDMiConnect

Julie Petroski, VP Group Creative Director, Targetbase

Mary Pietrowski, Senior Director, Digital Strategy & Marketing, Hologic

Frank Powers, President, Dudnyk

Randy Pritchard, VP, Marketing, Roche Diagnostics

Pearl Pugh, Head, Oncology Alliance Management, GlaxoSmithKline

Mark Reichman, SVP, Director, Medicus

Meredith Ressi, President, Manhattan Research

Jennifer Rinaldo, Senior Product Director, Forest Laboratories

Janie Rodriguez, Senior Manager, Pfizer

Bruce Rooke, Chief Creative Officer, GSW Worldwide

Brent Rose, Senior Manager, Digital Marketing, Daiichi Sankyo

Anthony Rotolo, Chief Creative Officer, Health & Wellness, The Agency Inside Harte-Hanks

Robert Rubbinaccio, Director - HCP Advertising, Bayer HealthCare

Debra Sangiuliano, Director, Media, Pfizer

Jon Sawyer, Principal, closerlook

Ron Scalici, Chief Innovations Officer, Group DCA

Joe Shields, Global Strategic Marketing, LifeScan / Johnson & Johnson

Heidi Shurtz, Sr. Manager, CRM, Allergan

Gurdish Singh, Marketing Director, AstraZeneca

Anita St.Clair, Client Partner, HealthEd

Jos Stella, Head of Social and Digital, Biosector 2

Thomas Thill, Sr. Director Marketing, KCI

Sheila Thorne, President/CEO, Multicultural Healthcare Marketing Group

Al Topin, President, Topin & Associates

Sam Trujillo, Executive VP Marketing, Conceptus

Susan Watkins, PR Director, Sanofi Pasteur

Allan Weber, CEO, Essential Pharmaceuticals

Reaves West, Global MarComm Director, Merck & Co.

Arthur Wilschek, Executive Director Global Sales, New England Journal of Medicine