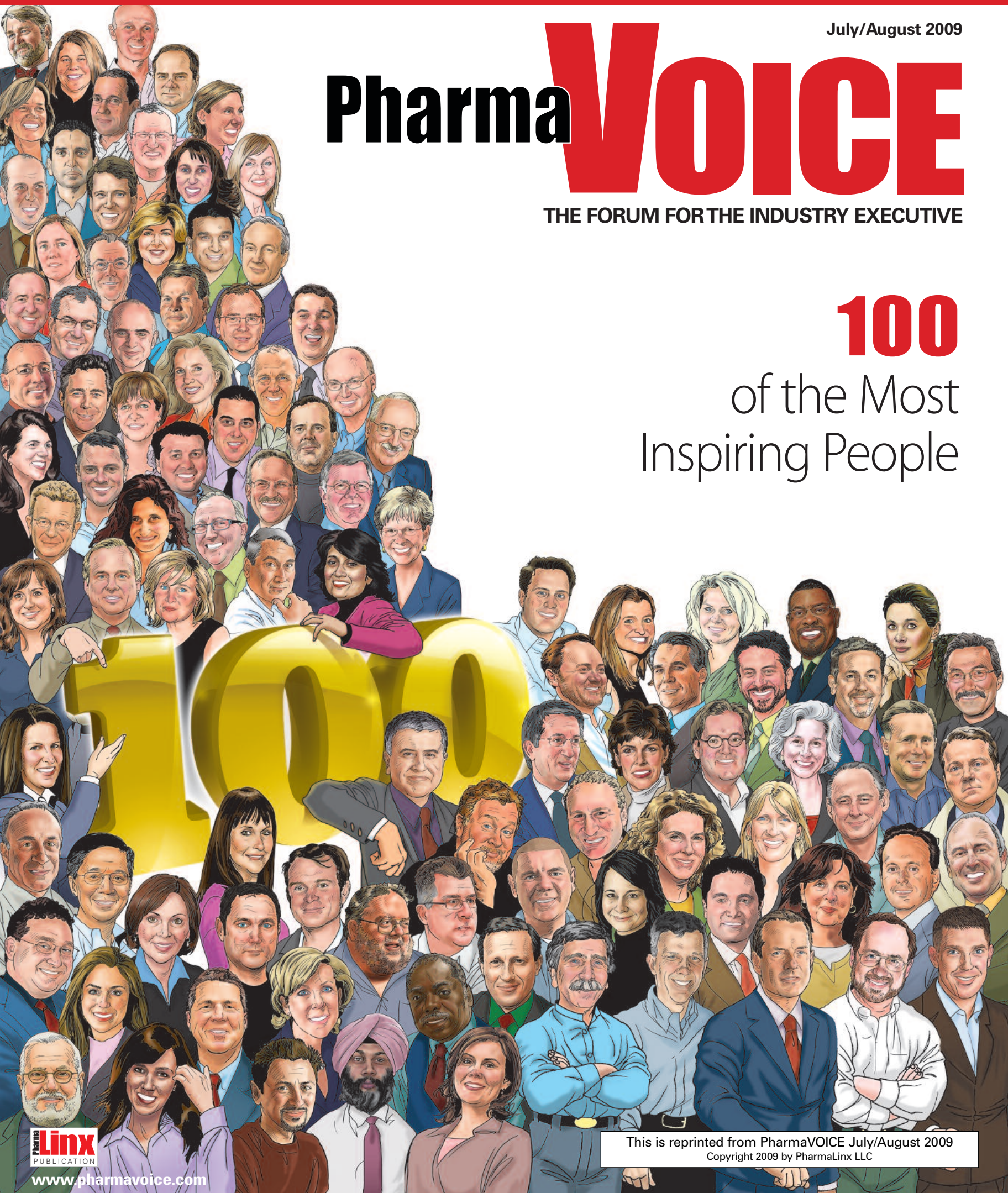


PharmaVOICE

THE FORUM FOR THE INDUSTRY EXECUTIVE

100

of the Most Inspiring People



WHO'S ON THE LIST — 2009

Indexed by Company Affiliation



Rick Keefer
Publicis Strategic
Solutions Group



Angus Russell
Shire Pharmaceuticals



Jaswinder Chadha
marketRx,
a Cognizant company



Dr. Ahnal Purohit
Purohit Navigation



Kim Levy
MicroMass
Communications



Marcia Goddard
Torre Lazur McCann



Fred Foard
Communications
Media Inc.



Dr. Peter Smith
Millennium: The Takeda
Oncology Co.



Peg Connelly
Kforce Clinical
Research Inc.



Emma Sergeant
Fast4wD Ogilvy



Dominic Marasco
Innovex Inc.

Acadia Pharmaceuticals Inc.	John Kaiser	Lawrence & Company	Ted Lawrence
Acorda Therapeutics Inc.	Ron Cohen, M.D.	marketRx,	
Alnylam Pharmaceuticals	John Maraganore, Ph.D.	a Cognizant company	Jaswinder Chadha
AMR Research	Hussain Mooraj	MedErgy HealthGroup	Larry Wright, Ph.D.
Amylin Pharmaceuticals	Joseph Martinez	The Medical Affairs	
Astellas Pharma US	Charlotte Berlin	Company	Kyle Kennedy
AVEO Pharmaceuticals Inc.	Tuan Ha-Ngoc	Medidata Solutions	
Avid Bioservices Inc.	Candice Fliedner	Worldwide	Lori Shields
Beckloff Associates	Michael Beckloff	MicroMass Communications	Kimberly Levy
Bench International	Denise DeMan-Williams	Millennium: The Takeda	
BioStrategy Partners	Karen Hanson, Ph.D.	Oncology Co.	Peter Smith, Ph.D.
Boehringer Ingelheim	Engelbert Tjeenk Willink, M.D.	Mini Mitter, a Philips	
Camargo Pharmaceutical		Respiroics company	Jack McKenzie, Ph.D.
Services		The Multiple Myeloma	
Campbell Alliance	Kenneth Phelps	Research Foundation	Kathy Giusti
Cegedim Americas	Nader Naeymi-Rad	Nextrials Inc.	Lecia Shaffer
Communications	Laurent Schockmel, DVM	Novartis AG	Daniel Vasella, M.D.
Media Inc.		Novozymes	Geoffrey Francis
Complete Healthcare	Frederick Foard5	NPS Pharmaceuticals	Francois Nader, M.D.
Communications		Palio	Andy Smith
Consultant	Robert Norris	Pascale Communications	
Cubist Pharmaceuticals	Dan Schneider	LLC	Georgette Pascale
D. Anderson & Company	Steven Gilman, Ph.D.	Peloton Advantage	Michael McLaughlin, M.D.
DDN Pharmaceutical	Vaughn Anthony	Pfizer	Debbie Botwick
Logistics		Physicians Interactive	Donato Tramuto
Deacom Inc.	Ross Bjella4	PricewaterhouseCoopers	Karla Stricker Anderson
Dudnyk	Jay Deakins	Projects In Knowledge	Robert Stern
Eli Lilly & Co.	Barry Schmader	PTC Therapeutics	Stuart Peltz, Ph.D.
EMD Serono	Paula Garrett	Publicis Strategic Solutions	
Fast4wD Ogilvy	Thomas Gunning	Group	Rick Keefer
Genentech USA Inc.	Emma Sergeant	Purohit Navigation	Ahnal Purohit, Ph.D.
Genzyme	Lyndi Hirsch	Regan Campbell	
Gilead Sciences	Larry Blankstein, Ph.D.	Ward • McCann	Brendan Ward
GlaxoSmithKline	Glen Drummond	ResearchPoint	John Farinacci
GlaxoSmithKline	Olivier Chateau	RxTrials Inc.	Christine Pierre
GlaxoSmithKline	Michelle Dipp, M.D., Ph.D.	Roche	Lee Babiss, Ph.D.
GlaxoSmithKline	Bill Meisle8	Schering-Plough Corp.	Jeffrey Berkowitz
Global CINRG Inc.	Andrew Witty	Schering-Plough Corp.	Fred Hassan
Greater Than One Inc.	Ahsan Awan	Schering-Plough Corp.	Brent Saunders
Healthcare Businesswomen's	Elizabeth Izard Apelles	Sepracor	Mark Corrigan, M.D.
Association	Laurie Cooke, R.Ph.	SERRG Inc.	Jeffrey Kingsley, D.O.
The HealthCentral		Shire Pharmaceuticals	Angus Russell
Network Inc.	Christopher Schroeder	Skila	Susan Dorfman
i3	Joe Tetzlaff	Solara and Valos,	
ICON Clinical Research	David Pasta	part of CommonHealth	Shaun Urban
Ignite Health	Fabio Gratton	Stinson Brand	
imc ² Health	Mary Hensley Evans	Innovation Inc.	Mark Stinson
Independent Investment		StrategCations Inc.	Donna Ramer
Professional	Gary Beer	Strategic Business	
InfoMedics Inc.	Stanley Wulf, M.D.	Research	Greg Johnson
Innovex Inc.	Dominic Marasco	SupplyScape Corp.	Lucy Deus
Intouch Solutions Inc.	Faruk Capan	Synergistix	Don Schenker
inVentiv Health	Peter Marchesini	Synteract	Ellen Morgan
J. Knipper & Co. Inc.	James Knipper	Topin & Associates	Alan Topin
The JB Ashtin Group	Joan Bradley, Pharm.D.	Torre Lazur McCann	Marcia Goddard
JBK Associates Inc.	Julie Kampf	Trius Therapeutics	Jeffrey Stein, Ph.D.
Johnson & Johnson Corp.	Nancy Corkum	Vox Medica	George Glatcz
Kforce Clinical Research Inc.	Peg Connelly	Wishbone/ITP Inc.	Judy Capano
Kowa Pharmaceuticals	William Maichle	Wyeth	Colleen Adams
America Inc.		Zafgen Inc.	Thomas Hughes, Ph.D.

Driven • Compassionate

NAME: Kathy Giusti**CURRENT POSITION:** Founder and CEO, Multiple Myeloma Research Foundation and Multiple Myeloma Research Consortium**EDUCATION:** MBA, Concentration in Marketing, Harvard Business School; B.S., Magna Cum Laude, Biology, University of Vermont**DATE AND PLACE OF BIRTH:** Nov. 17, 1958, Chestnut Hill, Pa.**FIRST INDUSTRY-RELATED JOB:** Sales Representative, Merck**DREAM JOB:** Physician**PROFESSIONAL MENTORS:** Al Heller, Searle; Dana LaForge, Chairman of MMRF Board of Directors; Marianne Pesce and Veronica Lewis, Gillette**CONNECTED VIA:** Facebook, LinkedIn, Plaxo, Twitter**WORDS TO LIVE BY:** Plan for the worst and live for each day

KATHY GIUSTI

BREAKING DOWN BARRIERS

BEING DIAGNOSED WITH AN INCURABLE AND LIFE-THREATENING ILLNESS IS ENOUGH TO MAKE MOST PEOPLE PANIC AND RETREAT. NOT KATHY GIUSTI. A POWERHOUSE, MS. GIUSTI BELIEVES THAT NEXT-GENERATION TREATMENTS SHOULDN'T TAKE A GENERATION TO GET TO THE PATIENTS WHO NEED THEM.

When she was diagnosed in the prime of her life with multiple myeloma, instead of reconciling herself to what was a bleak prognosis, she powered up and collaborated with like-minded professionals from academia and the life-sciences industry to embark on the unique mission to find what today is the Multiple Myeloma Research Foundation (MMRF).

Ms. Giusti has set the organization on a path to relentlessly pursue innovative means that accelerate the development of next-generation multiple myeloma treatments to extend the lives of patients and lead to a cure.

She drew on her broad pharma background to propel the organization. Having come from a scientific background, with a degree in biological science, Ms. Giusti was also in a stronger position than most patients since she knew how to research new compounds in the pipeline, how to do literature searches, and how to reach out to key opinion leaders in the field of myeloma.

As such, MMRF has focused on research and building collaborations as much as on advocacy from the outset. The first major medical breakthrough for multiple myeloma patients came with Celgene's Thalomid; the compound completely transformed the treatment landscape and changed the way researchers looked at drug development.

The subsequent availability of Millennium Pharmaceuticals' Velcade and Celgene's Revlimid was also very significant because they provided additional options that patients

urgently needed and allowed the exploration of combination therapies.

Eager to take her vision a step further, Ms. Giusti, alongside her collaborators, established the premier model of an accelerated drug development enterprise: the Multiple Myeloma Research Consortium (MMRC).

This sister organization to MMRF champions collaboration with and integration across academia and industry and focuses on speed and innovation to bring the most promising multiple myeloma treatments to patients faster. In four years, the consortium has

advanced 19 trials. The most recent trials have been activated 40% faster than the industry standard.

Other achievements to date include the creation of a shared tissue bank to advance correlative science and biomarker identification studies and the launch of the MMRC Multiple Myeloma Genomics Initiative, the first comprehensive myeloma genome-mapping initiative in 250 patients, an incredible first step toward personalized medicine in multiple myeloma. All data are placed in a public portal in near-real time to rapidly identify new therapeutic targets and biomarkers.

Ms. Giusti believes one of the industry's greatest challenges is overcoming the lack of incentives for drug development. She is committed to changing the way disease-specific research is conducted and transforming the drug development process from one that produces results in decades to one that produces results in just a few short years.

Her next mission is to bring multiple myeloma patients the next generation of treatments and to continue to evolve the MMRC. Ms. Giusti says because the industry continues to change and the needs of cancer patients change, it is important to make sure the consortium also evolves.

Ms. Giusti pays tribute to several mentors through her career and life who have helped her achieve so much success in her pursuit of her goals. She says Al Heller, her boss at Searle, had wonderful leadership skills and an uncanny ability to push his team to its professional limits and that when she was diagnosed with myeloma, he

showed a great deal of compassion. She credits Dana LaForge, chairman of the MMRF board of directors, for his unbelievable strength in pushing strategic skills and keeping the group focused on innovation. She also taps Marianne Pesce and Veronica Lewis, who taught her how to be a marketer when she was with Gillette.

Ms. Giusti also derives inspiration from her family, and she says her tenacity comes from her will to continue seeing milestones in her children's lives and the support she receives from her husband.

Ms. Giusti, not daunted by the challenges involved with overcoming the many obstacles and work it takes to run two major associations, was however, "thrown" by another major association: Major League Baseball. She was invited to throw out the first pitch a game during the N.Y. Mets-Yankees Subway Series. She says having no baseball skills whatsoever, she had to figure out what she was going to do to make it happen, which resulted in her practicing day and night. On game day, she threw a strike, and she could not have been more proud to stand between baseball legends and fellow myeloma patients Mel Stottlemyre and Don Baylor.

This experience taught her a very important lesson: to succeed, one must step out of one's comfort zone and take chances. ♦

DID YOU KNOW?

Kathy Giusti also launched the Multiple Myeloma Genomics Initiative.



From tissue banking to genomics, from thought leadership to knowledge transfer, Kathy Giusti, Founder and CEO of the Multiple Myeloma Research Foundation, continues to have unparalleled impact on the life-sciences industry and patients affected by the disease.

MORE **KATHY GIUSTI** MISSION CRITICAL: IMPROVING CANCER RESEARCH

**A SCIENTIFIC BACKGROUND,
ACCEPTANCE TO MEDICAL
SCHOOL, EXPERIENCE
NAVIGATING THE
PHARMACEUTICAL ARENA AS
AN ACCOMPLISHED MARKETER,
AND INSIGHTS INTO PHYSICIAN**

**THINKING LEARNED FROM CALLING ON KOLS
AS A SALES REP PROVIDE KATHY GIUSTI WITH
THE SKILLS NECESSARY TO RUN A HIGHLY
SUCCESSFUL AND MOTIVATED NONPROFIT
ORGANIZATION.**

Unfortunately, the impetus that led to the foundation of the Multiple Myeloma Research Foundation (MMRF) and later the Multiple Myeloma Research Consortium (MMRC) was Ms. Giusti's diagnosis with multiple myeloma.

Not at all deterred by her condition, Ms. Giusti, who also acts as CEO of MMRF and MMRC, is driven to find a cure and exudes compassion for those who struggle with a cancer diagnosis.

Founding MMRF was for Ms. Giusti a critical first step in improving how cancer research and drug development is conducted so that patients are brought new treatments as soon as possible. She recognized that it would also serve as a model for other groups conducting disease-specific research.

Metrics provide researchers with a great deal of data about what's working and where there are opportunities for improvement and growth, and Ms. Giusti is looking to take advantage of this information as she and her colleagues take MMRC to the next level.

GETTING PERSONAL WITH KATHY GIUSTI

FAMILY: Husband, Paul; daughter Nicole, 15; son David, 12

HOBBIES: Skiing, golfing, and yoga

BUCKET LIST: Write a book; share knowledge and key learnings in accelerating drug development with other organizations and disease groups; see her children off to college

INSPIRATION: Family

TOP IPOD DOWNLOADS: Taylor Swift, Coldplay, Colbie Caillat

SCREENSAVER: Photos of her children

MOST UNUSUAL PLACE VISITED: Italy's Amalfi coast, particularly the Blue Grotto

BEST ADVICE EVER RECEIVED: Plan for the worst and live for each day

LIFE LESSONS: Know what your dream is and go after it

A LITTLE-KNOWN FACT: She was a pom-pom girl in high school; she loves slalom water skiing

A dynamic communicator, Ms. Giusti built strong alliances and partnerships within the industry as well as with academic institutions. She has helped to break down barriers that slow biomedical research into this fatal orphan disease and to bring patients the treatments they urgently need. Her achievements are highly tangible, having helped to bring three new drugs to market: Celgene's Thalomid and Revlimid and Millennium Pharmaceuticals' Velcade.

Having been diagnosed with a fatal disease, Ms. Giusti plans for the worst and lives for each day. She plans a lot of things as far as her medical care is concerned and to make sure her family is safe. Ms. Giusti also does her best to live in the moment and to be present with her family and friends because, as she says, she truly does not know what tomorrow will bring. According to Mr. Giusti, the ability to cherish each day is one of the greatest gifts cancer has given her.

Her positive attitude is rewarded every day. She took particular joy in traveling to Italy's Amalfi Coast, her first trip after recovering from a stem cell transplant procedure. She says

she will never forget going to the Blue Grotto — a magical place — with her children. She notes that the experience was not only special because it was such a beautiful place, but that she was healthy enough to share it with her children and show them that there are truly spectacular places in the world.

Before her diagnosis with multiple myeloma and her decision to establish MMRF, Ms. Giusti was with G.D. Searle/Monsanto, where she rose through the ranks from senior product manager to product director to executive director, worldwide marketing, rheumatology.

Before joining Searle, she was marketing director at E. J. Brach Corp. and before that she was product management, Personal Care Division, at The Gillette Co.

She began her career at Merck, first as a sales representative, then rising to marketing assistant, cardiovascular/infectious disease products.

In addition to her work with MMRF and MMRC, Ms. Giusti advocates for cancer patients through her work on the National Cancer Advisory Board and is on the advisory board of Stand Up to Cancer. ♦



Powerful thinking advances the cure.

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