



Dr. Nick **KENNY**

AN ONCOLOGY CHAMPION

DR. NICK KENNY IS COMMITTED TO THE MISSION OF BRINGING FORWARD NEW TREATMENTS FOR CANCER PATIENTS.

Always willing to go the extra step to deliver excellence, Dr. Nick Kenny brings a wonderful balance of science, process, creative thinking, and leadership to every project and every challenge.

Within two years of joining INC Research, Dr. Kenny has risen from project director, oncology, to VP, oncology. Much of this can be attributed to his innate ability to build specific business processes to leverage internal knowledge resources.

In addition, he has been able to develop valuable team expertise and reputation with acute leukemia trials, building a significant international program of leukemia work at INC. The team has learned some hard but valuable lessons in this difficult clinical trial area, and these are shared internally and with INC's customers.

Dr. Kenny thrives on collaboration and helping teams work together. He uses intuition to problem-solve, first thinking through ideas and concepts and then checking from an analytical and operational perspective that the solutions actually make sense and work.

His expertise is widely acknowledged by his peers and colleagues and his presentation on outsourcing strategies for small pharmaceutical and biotechnology companies at IIR's 2007/2008 Partnerships with CROs meeting has been so

well-received that the conference provider is taking it on the road for the 2008 Fundamentals of Clinical Outsourcing meeting this fall.

An inspiration to his colleagues, Dr. Kenny's therapeutic foresight has been instrumental in helping the study start-up process, earning him the accolade of a QuickStart Specialist (INC's process for speeding study start up and ensuring a sound foundation for project implementation).

Most importantly, Dr. Kenny has a compassion for patients, made all the stronger because of his personal experience with cancer.

Twenty-three years ago, he survived Hodgkin's disease, which has made him more appreciative and mindful of what patients participating in oncology clinical studies are going through.

Shortly after dealing with his own disease, a close friend and colleague, who was working in basic oncology research, Dr. Ralph Schwall, was also diagnosed with, and survived, advanced Hodgkin's disease.

Over the next 20 years, both men contributed to oncology research, raised families, and continued to share an interest in bike riding. But in 2004, Dr. Schwall was diagnosed with colon cancer and died a year later.

Dr. Schwall was an enormous inspiration to Dr. Kenny because of his considered, dedicated, and demanding contributions to oncology research and, in particular for his compassion and giving, especially to children with cancer.

In 2006, Dr. Kenny engaged with friends and peers in the oncology research community to sponsor — for one year — every mile he rode on his bike. He raised more than \$6,000 by riding more than 4,000 miles.

In addition, a cycling friend whose family had lost a son to leukemia, and who had benefited from Dr. Schwalls's support, decided to parallel Dr. Kenny's ride and raised an additional \$3,500.

Dr. Kenny's dedication to the patient is echoed in his own working experiences and the impact these have had on him.

During his first full project with a CRO, he participated in an overall development team that had worked with a clinician at Duke University, Dr. Y.T. Chen, on the early develop-

ment of a treatment for Pompe disease, a fatal illness that affects children before 10 months of age. The BLA for this product (at the time at Genzyme) was subsequently approved in 2006, and to Dr. Kenny's knowledge one of the first three children treated is now about 8 years old. Witnessing the product go from an idea at the research bench to first in man, and have an immediate positive impact, he says, was remarkable and moving.

Those who work with him can't help but want to excel because he is proof — both in his life and his work — that doing the job well does make a difference in the lives of others.

COLLABORATIVE

INTUITIVE

NAME: Nicholas Kenny, Ph.D.

TITLE: VP, Oncology

COMPANY: INC Research Inc.

EDUCATION: B.Sc., Ph.D., University of Hull; postdoctoral studies at Colorado State University and McGill University

PLACE OF BIRTH: Jarrow, England

ON HIS READING LIST: Desert Solitaire, by Edward Abbey; High Fidelity, by Nick Hornby; Last Orders, by Jonathan Swift; The Visible World, by Mark Slouka; The World at Night, by Alan Furst

FAMILY: Wife and three children — two sons and a daughter

HOBBIES: Cycling, for the past 23 years (what started as rehab from knee surgery became an obsession — too many bikes, hills, and miles, but lots of fun)

TOUGHEST TASK: In his mid-30s, he decided to take the risk and leave academic research behind to start a new career in clinical research, while balancing family commitments

GETTING PERSONAL *Nicholas Kenny, Ph.D., is VP, Oncology, at INC Research Inc. (incresearch.com), Raleigh, N.C. Dr. Kenny has 25 years of research and development experience. Dr. Kenny's industry career began as a Clinical Research Fellow. He moved into management roles within the CRO industry, where he was responsible for establishing the strategic direction of clinical programs, as well as having global oversight of project management, clinical monitoring, and regulatory staff. Over the past 10 years Dr. Kenny's drug development expertise has been primarily focused upon oncology clinical development. Before moving to industry, Dr. Kenny spent 15 years in endocrinology and cell biology research and teaching in the United Kingdom, Canada, and the United States, where he was Assistant Professor in the College of Medicine at the University of Vermont.*

PUBLISHER Lisa Banket
EDITOR Taren Grom
CREATIVE DIRECTOR Marah Walsh

MANAGING EDITOR
Denise Myshko

SENIOR EDITOR
Robin Robinson

FEATURES EDITOR
Kim Ribbink

CONTRIBUTING EDITORS
Cynthia Borda
Carolyn Gretton

DESIGN ASSOCIATE
Cathy Liszewski

NATIONAL ACCOUNT MANAGER
Cathy Tracy

CIRCULATION ASSISTANT
Robert Harrison

Copyright 2008
by PharmaLinX LLC, Titusville, NJ
Printed in the U.S.A.
Volume Eight, Number Seven

PharmaVOICE (ISSN: 1932961X) is published monthly except August and December, by PharmaLinX LLC, P.O. Box 327, Titusville, NJ 08560. **Periodicals postage paid** at Titusville, NJ 08560 and additional mailing offices.

Postmaster: Send address changes to PharmaVOICE, P.O. Box 292345, Kettering, OH 45429-0345.

PharmaVOICE Coverage and Distribution: Domestic subscriptions are available at \$190 for one year (10 issues). Foreign subscriptions: 10 issues US\$360. Contact PharmaVOICE at P.O. Box 327, Titusville, NJ 08560. Call us at 609.730.0196 or FAX your order to 609.730.0197.

Contributions: PharmaVOICE is not responsible for unsolicited contributions of any type. Unless otherwise agreed in writing, PharmaVOICE retains all rights on material published in PharmaVOICE for a period of six months after publication and reprint rights after that period expires. E-mail: tgrom@pharmavoiced.com.

Change of address: Please allow six weeks for a change of address. Send your new address along with your subscription label to PharmaVOICE, P.O. Box 292345, Kettering, OH 45429-0345. Call us at 800.607.4410 or FAX your change to 937.890.0221. E-mail: mwvalsh@pharmavoiced.com.

IMPORTANT NOTICE: The post office will not forward copies of this magazine. PharmaVOICE is not responsible for replacing undelivered copies due to lack of or late notification of address change.

Advertising in PharmaVOICE: To advertise in PharmaVOICE please contact our Advertising Department at P.O. Box 327, Titusville, NJ 08560, or telephone us at 609.730.0196. E-mail: lbanket@pharmavoiced.com.

Letters

Send your letters to feedback@pharmavoiced.com. Please include your name, title, company, and business phone number. Letters chosen for publication may be edited for length and clarity. All submissions become the property of PharmaLinX LLC.



PharmaVOICE is delighted to publish the fourth annual special issue featuring 100 of the most inspiring individuals in the life-sciences industry. This issue has become one of my favorites and, from all accounts, one of yours as well.

What's not to love? This issue celebrates the men and women of the industry who inspire and motivate — good people who are doing great things. These individuals are setting the standard for corporate leadership, research and development, technology enhancement, creativity, marketing, strategy, and more. In an industry that at times is slow to change, these individuals are having a positive impact through their actions.

We want to thank all of our readers who took time out of their busy schedules to nominate their choices for this year's PharmaVOICE 100. The nominations started to roll in Aug. 1, 2007, with the last entry being posted May 1, 2008, at 11:59 p.m. In those nine months we received thousands of entries, which reaffirmed what many of us have known for some time: real-life heroes do exist in this industry, an industry that is often maligned and misunderstood.

This outpouring of support has been exciting and challenging. As you might imagine, each year the selection process becomes more difficult. With thousands of nominees to consider, our staff relies on not only the number of nominations received, but the write-ups themselves, which provide comprehensive accounts as to how and why an individual provided inspiration or motivation. We also take into account an individual's extracurricular activities, such as community service, involvement with industry-related organizations and associations, and philanthropic activities. We also consider how an individual leads his or her organization, group, or team. We look for leaders who provide guidance and mentorship to colleagues inside their own companies as well as to those beyond their corporate landscape. We celebrate individuals who are acting as change agents to improve the industry's performance and reputation.

Each year we strive to give you more personal insights into the PharmaVOICE 100. As such, we asked our industry leaders to provide us with the two adjectives that they believe best describe themselves. Hands

As the world embraces different media options, so do we. We are happy to provide you with access to these and other thought leaders through Podcasts, Videos, whitepapers, and, of course, print.

down the resounding consensus of responses included passion and compassion, with healthy doses of integrity, candor, and innovation thrown in.

These individuals are indeed passionate about the sectors they serve — pharma, biopharma, biotech, contract research, clinical research and development, patient education, patient recruitment, advertising, technology, and many others — as well as the overall industry. They are committed to doing the right thing for the right reasons.

To make the issue easier to navigate, we have divided the honorees into categories that we think best capture their skill sets and expertise. Please note, however, that many of this year's honorees could easily fit into several of the following sections: commanders and chiefs, entrepreneurs, change agents, brand champions, researchers & scientists, patient advocates, technologists, and mentors.

I hope you enjoy getting to know this distinguished group as much as we did. With a special thanks to Cathy Liszewski for her design and to Kim Ribbink for writing the profiles, and on behalf of the rest of editorial team of PharmaVOICE — Denise Myshko, Robin Robinson, and Carolyn Gretton — I want to thank our 100 for making this issue possible. We look forward to many more inspiring conversations, and we can't wait to see who makes next year's list. Submit your nomination for 2009 now!

Taren Grom
Editor