

The Pharmaguy Social Media Pioneer Award

Awarding Excellence in Social Media Marketing Excellence



Welcome to the first Pharmaguy Social Media Pioneer Award “unceremony” where **John Mack** (aka [@pharmaguy](#)), Editor of *Pharma Marketing News* and Pharma Marketing Blogger, will literally give the Hawaiian shirt off his back to one lucky person at the 2010 Digital Pharma East Conference!









The Pharmaguy Award recognizes “pioneers” within pharma companies who have educated colleagues about social media, drafted social media policies, or who have created social media campaigns – even if those campaigns have been judged to miss the mark, whatever that is.

Before the Wright Brothers successfully flew the first airplane, they failed and learned from their failures. No pharma social media campaign has yet flown without failure or criticism. Often Pharmaguy has been the first to point a critical finger. Hopefully, the pioneers identified in the following table

will learn from criticisms and failures and eventually succeed. They deserve to be recognized.

Every pharma social media pioneer will receive the Pharmaguy Social Media Pioneer **lapel pin** (shown above) to proudly wear. Each year ONE lucky pioneer will get the shirt off Pharmaguy’s back to do with as he or she pleases.

More information here: <http://www.epharmapioneerclub.com/>















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|---|--|---|---|
|  | <p>Alex Butler is Digital Strategy and Social Media Manager at Janssen.</p> <p>http://bit.ly/AlexButler</p> |  | <p>Colin Foster is Director Interactive at WCG, formerly Director of Social Media at Novartis.</p> <p>http://bit.ly/CollinFoster</p> |
|  | <p>Kai Gait is Digital Commerce Marketing Manager at GlaxoSmithKline.</p> <p>http://bit.ly/KaiGait</p> |  | <p>Mark Gaydos is Senior Director, U.S. Regulatory Affairs Marketed Products at sanofi-aventis.</p> <p>http://bit.ly/MarkGaydos</p> |
|  | <p>Shwen Gwee leads Digital Strategy and Social Media within the Marketing department at Vertex Pharmaceuticals.</p> <p>http://bit.ly/ShwenGwee</p> |  | <p>Rob Halper is Director, Video Communication at Johnson & Johnson.</p> <p>http://bit.ly/RobHalper</p> |
|  | <p>Rene Hansen is Global Director of Business Transformation, UCB Pharma.</p> <p>http://bit.ly/ReneHansen</p> |  | <p>Melissa Katz is Global Director, Corporate Communications at Animas Corporation, formerly Senior Director, Corporate Communications at Centocor.</p> <p>http://bit.ly/MelissaKatz</p> |

More pioneers can be found on the reverse side/next page...

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(continued)

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|  | <p>Sabine Kostevc is Head of Corporate Internet and Social Media at Roche.</p> <p>http://bit.ly/SabineKostevc</p> |  | <p>Jim Lefever is Global Group Manager, Commercial Marketing at Roche Diagnostics.</p> <p>http://bit.ly/JimLefever</p> |
|  | <p>Rich Meyer is Principal at Online Strategic Solutions, formerly Senior eMarketing Manager at Medtronic-Diabetes.</p> <p>http://bit.ly/RichMeyer</p> |  | <p>Gary Monk is Product Manager - Concerta XL at Janssen.</p> <p>http://bit.ly/GaryMonk</p> |
|  | <p>Marc Monseau is Director, Media Relations at Johnson & Johnson.</p> <p>http://bit.ly/MarcMonseau</p> |  | <p>Ambre Morley is Associate Director, Product Communications at Novo Nordisk.</p> <p>http://bit.ly/AmberMorley</p> |
|  | <p>Michael Parks is EVP, Public Relations and Marketing Communications at Vox Medica, formerly Vice President of Corporate Communications at Centocor, Inc.</p> <p>http://bit.ly/MichaelParks</p> |  | <p>Brad Pendergraph is Manager, Multi-Channel Marketing at Novartis Pharmaceuticals.</p> <p>http://bit.ly/BradPender</p> |
|  | <p>Cynthia Phillips is Senior Director of Regulatory Labeling and Promotional Compliance at Millennium Pharmaceuticals, Inc.</p> <p>http://bit.ly/CindyPhillips</p> |  | <p>John Pugh is Director of Corporate Communication/ External Communications, Boehringer Ingelheim.</p> <p>http://bit.ly/JohnPugh</p> |
|  | <p>Sandra M. Shpilberg is Senior Director of Marketing at BioMarin Pharmaceutical Inc.</p> <p>http://bit.ly/Shpilberg</p> |  | <p>Len Starnes is Head of Digital Marketing & Sales, General Medicine at Bayer Schering Pharma..</p> <p>http://bit.ly/LenStarnes</p> |
|  | <p>Dennis Urbaniak is VP U.S. Diabetes and former VP of Innovation and New Customer Channels at Sanofi-Aventis.</p> <p>http://bit.ly/Urbaniak</p> |  | <p>Judith von Gordon-Weichelt is Head of Media & PR, Boehringer Ingelheim.</p> <p>http://bit.ly/vonGordon</p> |