

# National Pharmaceutical Congress III

## 2009 Faculty

### **NITA ARORA**

**Vice President, Clinical Research  
Roche Canada**

Nita Arora is Vice-President, Clinical Research at Roche Canada and reports to Roche Global as Country Head, PDOA. In her dual role, Nita is responsible for all Canadian Clinical Research Projects, from Phase I to III, including Training & Compliance.

Nita has 14 years experience in the pharmaceutical industry with an extensive background in clinical and scientific research. She has also published several scientific papers.

As a member of the Operating (executive) Committee, Nita helps set the strategic direction for the organization. She is also a member of the Medical Advisory Committee at Roche Canada which oversees Phase IV scientific investment decisions for post-marketed drugs and ensures that all investments are in line with local and global strategies.

Previously at Roche Canada, Nita served as Country Study Manager and Regional Manager from 1995-2006. Prior to her role with Roche Canada, she worked as a Clinical Research Associate at Syntex Inc. and as a Clinical Coordinator at Westat Inc. Research Corp. Nita also worked at the National Institutes of Health in Washington, DC in the area of epidemiology, where she conducted some of the earliest research in the transmission of AIDS from mothers to babies.

Nita obtained a Bachelor of Science from St. Joseph College in Connecticut and a Masters degree in Public Health (M.P.H.) specializing in maternal and child health from the University of Connecticut.



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### **PETER BRENDERS**

**President, Chief Executive Officer  
BIOTEC Canada**

Peter Brenders has been the President and CEO of BIOTEC Canada since 2005. Previously, he held senior management positions at Genzyme Canada and Schering-Plough Canada. Peter has worked in the Ontario Ministry of Health and in the health consulting practice at KPMG. He currently serves on several sector advisory boards.



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### **DEBORAH M. BROWN**

**President/Managing Director  
EMD Serono Canada**

Deborah Brown is the Canadian President/Managing Director of EMD Serono Canada, an affiliate of Merck Serono and Merck KGaA. Her pharma career has included positions in regulatory affairs, biometrics, sales management, research, marketing, and general management. She completed undergraduate and graduate studies in science and business from the Universities of Guelph and Western Ontario. Deborah has led the launch of several leading biologic products in both the US and Canada. In her current capacity as President of EMD Serono Canada, she oversees one of Canada's most successful commercial biotechnology companies with sales exceeding \$125 million in their current therapeutic areas, which include neurodegenerative disease, endocrinology, and autoimmune disorders. She has been an active member of the Rx&D board for two years and is a past board member of BIOTEC Canada.



## **RAY CHEPESIUK**

**Commissioner**

**Pharmaceutical Advertising Advisory Board (PAAB)**

After 23 years at the PAAB, Ray Chepesiuk is an expert in the ethics and regulation of the marketing of prescription drug products to health professionals and consumers.

He is the Commissioner and Chief Executive Officer of the autonomous PAAB and is responsible for operations and the administration of the preclearance review mechanism. Ray has held management positions in community, hospital, and government pharmacy and was elected twice to serve on the Ontario College of Pharmacists, chairing five committees. He achieved a Pharmacy degree from the University of Toronto and a Masters in International Business degree from the University of South Carolina. He is a Certified Association Executive as conferred by the Canadian Society of Association Executives.

He has received a United Nations medal for peacekeeping and a resultant Nobel Peace Prize for UN peacekeepers.



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## **RON CLARK**

**Vice President, Sales and Marketing**  
**Nycomed Canada**

Ron Clark has more than 25 years experience in the Canadian pharmaceutical industry, 20 with Searle and Pharmacia and the last five with Nycomed (formerly Altana Pharma). He commenced his career as a Sales Representative at Searle. He spent five years as a sales manager (three years in BC and Saskatchewan and two in Toronto), then moved into marketing and progressed through the roles of Product Manager, Group Product Manager and Marketing Director in many therapeutic categories including cardiology, gastroenterology, rheumatology, women's health and respiratory.

Currently Ron is Vice President of Sales and Marketing at Nycomed Canada.



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## **RYAN CLARKE, LLB**

**Barrister & Solicitor**  
**Advocacy Solutions**

Ryan Clarke is the President of Advocacy Solutions, a business committed to providing a voice to organizations and individuals through the development and implementation of impactful advocacy strategies. Since founding the practice in 2003, Ryan has spoken about advocacy across Canada and internationally.



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## **PAUL CROTTY**

**General Manager**  
**IMS Health Canada Limited**

Paul Crotty is General Manager of IMS Health Canada Limited, leading business growth with overall responsibility for planning and operations and building relationships with key healthcare stakeholders. He joined IMS in 1991 as vice president of the Over-the-Counter medications group and since has held several key management positions. From 1993 to 1999, he was vice president leading the sales, marketing and supplier management functions in Canada. Subsequently, he served as vice president of Sales Marketing Services for IMS in the US. Most recently, he was General Manager for IMS Health in Latin America where he managed operations in 17 countries and significantly expanded the company's business in that region. Prior to joining IMS, he was a principal at KPMG Consulting Co. in Toronto. IMS Health Incorporated is Canada's leading source of information to the healthcare and pharmaceutical industries and the world's leading provider of health information solutions in over 100 countries.



**PATRICK FORSYTHE**  
**Neuroscience Business Director**  
**Allergan Canada**

Patrick has 20 plus years of sales and marketing experience in the Canadian pharmaceutical industry with experience in a range of therapeutic areas from traditional primary care categories to specialty biotech. Pat has been a champion of the customer-centric model and has worked to ensure alignment between internal teams that serves the needs of customers.

He has been involved in 12 product launches and is currently working with his team to prepare for additional launches in 2010.

Prior to Allergan, Pat worked with Altana Pharma in the gastroenterology and respiratory categories and with Roche where he lead the hepatitis, cardiovascular and hospital business units. He started his career with the Upjohn Company of Canada.



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**GREGORY J. GLENN**  
**Senior Vice President**  
**JBL Group**

Gregory Glenn is the Senior Vice President of The JBL Group which specializes in Health Policy and Access issues for the pharmaceutical and medical device industries. Prior to the formation of this company he was the President and CEO of The Glenn Group Inc. His career has spanned various marketing, sales and government relations positions within the Canadian pharmaceutical sector. Prior to entering the consulting field in 1993, he was the Director, Government Affairs for Cyanamid Canada.

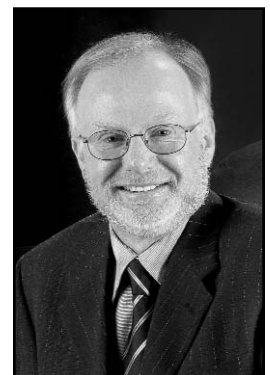
Greg has successfully lobbied provincial governments for formulary inclusions and acted as liaison for clients up to the ministerial level, both federally and provincially. He has been involved in reimbursement submissions to both public and private payers for a significant number of products and has helped clients develop government relations, professional relations and reimbursement plans. Greg has also assisted clients with Economic Evaluations, Market Access Strategic Plans, Risk Assessment and Market Impact Analyses and Meeting Facilitation.

Greg is a member of the Who's Who of Canadian Entrepreneurs, the Chairman Emeritus of the National Chamber Orchestra of Canada and currently serves as the Past Chairman of the Board of Doane House Hospice in Newmarket, Ont.

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**GREG HINES**  
**President, Chief Executive Officer**  
**ArcticDx Inc.**

ArcticDx is a molecular diagnostic company with an intellectual property portfolio in colorectal cancer and age-related macular degeneration. The company is in the process of commercializing two genetic tests: Colo-Risk™ for colorectal cancer and Macula-Risk™ for macular degeneration. Previously, he was President, CEO and Director of Bioscience from March 31, 2000 until he sold the company to Luminex Corporation in March, 2007. At Bioscience, he led the design, development and commercialization of a molecular diagnostic platform complete with a menu of molecular tests in the fields of human genetics, pharmacogenetics and infectious disease. Bioscience was a publicly traded company on the Toronto Stock Exchange. Prior to this Greg served as President of LEO Pharma Inc., a research-based pharmaceutical company which he founded in Canada in 1981. In this capacity he brought eight new medicines through clinical development (phases 2 and 3), regulatory approval and commercialization. He also served on the Board of Directors of MEDEC and Rx&D. He was the Chairman of the Rx&D Board in 1997/98, and currently serves as Chairman of the Board of Directors for Genesis Genomics Inc. and as an Entrepreneur in Residence mentoring life science companies at the MaRS centre in Toronto.



## **ROB HAMILTON**

**President**

**Hamilton & Company**

Rob Hamilton is the President of Hamilton & Company, a strategic healthcare consulting firm located in Burlington, Ont. Hamilton & Co. advises a number of large and medium-sized clients in the areas of biopharmaceutical market assessments, new business development and new product commercialization.

Rob has worked in the Canadian healthcare sector for over 20 years, serving in a number of commercial and general management roles at four large Canadian brand-name biopharmaceutical companies (UCB Pharma, Biogen Idec, Hoffmann-La Roche and Syntex). Most recently, he led the start-up of UCB in Canada, building out the organization staff and processes to a fully-functionalized business group.

Rob has well-developed strategic and tactical skills with experience in ethical product launches, product recoveries, lifecycle extensions and co-promotion situations, with both specialist and primary care products. A native of Kingston, Ontario, he holds B.Sc. (Honours) and M.B.A. degrees from Queen's University.



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## **JOSEPH KNOTT**

**Chief Executive Officer**

**The Pangaea Group of Companies**

Joe Knott is the CEO and founder of the Pangaea Group of Companies. He specializes in marketing training, business development, and building sales and marketing strength for the healthcare industry. Joe has over 35 years of experience in pharmaceutical-related sectors, commencing his career within the Pennwalt Corporation and building upon this career to President of Fisons. He successfully launched numerous ethical and OTC products, negotiated strategic business alliances, and spearheaded Fisons into an era of strong growth driven by memorable sales and profit achievements.

Joe has recently restructured Pangaea and created Pangaea Trade & Logistics Inc., Pangaea Development & Training Inc., and Pangaea Customized Consulting, as well as establishing a new Montreal office.

Currently, Joe and Pangaea have entered into a successful strategic alliance with Humber College to develop and deliver Canadian Pharmaceutical Marketing Programs (CPMP) namely, 'Marketing Pharmaceuticals in Canada' and 'Managing Pharmaceuticals Sales in Canada—People & Process'.

Joe has held Board/Director positions for the Non-Prescription Drug Manufacturers' Association of Canada, Canadian Wholesale Drug Association (now CAPDM), and previously the Pharmaceutical Manufacturers' Association of Canada (Rx&D). In November 2006, Joe was honored by being inducted into the Canadian Healthcare Marketing Hall of Fame.



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## **VINCE LAMANNA**

**President,**

**Novo Nordisk Canada Inc.**

Vince Lamanna, President of Novo Nordisk Canada Inc. since 2006, has been central to establishing Novo Nordisk as the leading diabetes care company in Canada. Through 2006 to 2008, Novo Nordisk was one of Canada's fastest growing innovative pharmaceutical companies and the company was inducted into the Canadian Healthcare Marketing Hall of Fame in 2007.

Vince is a member of the Novo Nordisk North American Executive Team and head of Canada's Senior Management Team. Since joining Novo Nordisk Canada Inc. in 1990, he has been in progressive roles including membership in the Executive Management Team, Director of Sales, Associate Director (Marketing), District Business Manager, and Manager of External Affairs.

He has developed many diabetes initiatives including programs focused on improved disease management, and diabetes education in the aboriginal community. He is a member of the Advisory Council for National Diabetes Management Strategy, housed at the University of Western Ontario. He was also an active member of the Canadian Diabetes Association's (CDA) Practical Diabetes



Management advisory board from 2002 to 2004 and has collaborated with the CDA on several projects.

His mandate for Novo Nordisk Canada Inc. is to change the course of diabetes in Canada by providing the most advanced treatments, education and programs for Canadians with diabetes and healthcare professionals.

Vince has completed the General Management Program at Harvard Business School and is a Bachelor of Commerce and Finance graduate from the University of Toronto.

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## **MARK McELWAIN**

**Vice President and Partner  
Allard Johnson Communications**

Mark McElwain is Vice President and Partner at Allard Johnson Communications, where he heads the Toronto Wellness division which develops advertising and interactive programs for pharma and other healthcare clients.

Prior to joining Allard Johnson, Mark was Commissioner (CEO) of the Pharmaceutical Advertising Advisory Board (PAAB). During his tenure at PAAB, he worked to improve service turnaround times, reform the complaints process, and together with stakeholders worked to raise PAAB's profile in industry self-regulation.

Earlier in his 25-year career, Mark consulted in health economics and worked at senior levels in health policy and communications for both federal and provincial governments. He holds master's degrees from the London School of Economics and from Queen's University in Kingston, Ont.



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## **DAVID MEEK**

**President  
Novartis Pharmaceuticals Canada inc.**

David Meek was appointed to the position of President, Novartis Pharmaceuticals Canada Inc. on July 1, 2007.

He brings 20 years of general management, marketing and sales experience from progressive leadership roles within leading pharmaceutical organizations in the US and globally. Prior to joining the Canadian organization, he was the Global Business Head of Respiratory & Dermatology at Novartis Pharma AG, based in Switzerland. Prior to joining Novartis he spent 16 years at Johnson & Johnson in executive marketing and sales management roles.

David has played a global leadership role in pharmaceutical strategy, global brand launches, business development and licensing, clinical development and cross-functional team leadership. He has significant senior leadership experience across diverse therapeutic categories, from cardiovascular, gastroenterology and central nervous system disorders to oncology and respiratory. He began his leadership career as a commissioned officer in the United States Army where he attained the rank of Captain.

He graduated with a Bachelors Degree in Business Management from the University of Cincinnati in 1985.

David has a seat on the Board of Directors of Canada's Research-Based Pharmaceutical Companies, Rx&D.



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## **DEAN MICHELIN**

**Vice President, Commercial Operations  
Valeo Pharma**

Dean Michelin, Vice President of Commercial Operations at Valeo Pharma, has held positions with eight different pharmaceutical companies and two advertising agencies. Receiving a Bachelors of Science, with a major in biology, in 1979 from Dalhousie University in Halifax, his first position in the pharmaceutical industry was with Organon Canada Ltd., focusing on multiple therapeutic areas including anesthesiology, diagnostics, and women's health. He moved to Schering Canada Inc. focusing on dermatology products and antibiotics. With Schering he joined the marketing division as a product manager handling allergy products, oncology drugs and dermatology products. In 1986, he joined Syntex Inc., and held a number of positions such as group product manager, district manager, and national sales manager. In 1993, Dean joined Solvay Pharma Inc.



where he assumed the position of Director, Marketing and Sales. He moved to the ad agency side in 1996 as Vice President, Client Services at Anderson. Returning to the client side in 1997, he has held positions at AstraZeneca, DuPont Pharma and Pfizer Canada Inc.

Over his career, Dean has been involved in many other industry activities such as OPMA, as a guest lecturer with the McGill MBA program, faculty member of the Humber College Pharma course, and speaker at many industry conferences

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## **DR. SHAFIQ QAADRI**

**General Practitioner**

**MPP (Ontario), Parliamentary Assistant to the Minister of Health Promotion**

Dr. Shafiq Qaadri is a Toronto family physician, Continuing Medical Education (CME) lecturer, medical writer and broadcaster. He writes a monthly column for doctors in *The Medical Post*, and has logged more than 1,000 radio and television shows across Canada.

He is a Designated Medical Practitioner (DMP) of the Government of Canada, and a leader in making health information understandable to the public and physicians alike. Dr. Qaadri has delivered more than 170 medical lectures, and published more than 700 articles, on a wide range of topics. He is a presenter for the Heart and Stroke Foundation, Canadian Diabetes Association, and the Ontario Lung Association. He is the author of the international-selling health manual for baby-boomer men, *The Testosterone Factor: A Practical Guide to Vitality and Virility, Naturally*, which is now available in five countries in four languages.

A long-time advocate of quality public healthcare and a compassionate society, Dr. Qaadri was elected to the Government of Ontario as the Member of Provincial Parliament (MPP) for Etobicoke North in October 2003. He was re-elected as the MPP for Etobicoke North in October 2007. He is the Chair of the Parliamentary Standing Committee on Social Policy.

Educated at Upper Canada College, he graduated from the University of Toronto Medical School in 1988. During his academic career, he won numerous awards and scholarships, including a Canadian National Debating Championship, an English-Speaking Union Essay Prize to Oxford University, a Medical Research Council Scholarship in Clinical Neurosurgery, and a Senator Thompson Fellowship at the University of Pennsylvania.

He is a member of the Healthcare Policy Group of the Council of State Governments (New York), an American-based think-tank which offers strategic counselling to government, advising states and healthcare organizations navigating the waters of universal coverage.

Dr. Qaadri and his wife live in Toronto with their two children.



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## **DAVE RENDIMONTI**

**Business Unit Director**

**Wyeth Canada**

With more than 19 years in the pharmaceutical industry, David has held a number of leadership positions within the pharmaceutical sales and marketing arena with Wyeth, Janssen-Ortho, Ortho Biotech and Merck. In his current role as Business Unit Director, David is responsible for all commercial activities within the CNS & Women's Health Business Unit and he is also an active member of the Wyeth Canada Management Committee.

His leadership, innovation, entrepreneurial spirit and partnership have helped Wyeth to entrench and expand their leadership position in CNS and Women's Health markets.

David began his career at Wyeth Canada as a Director of Marketing in August 2003, before moving into his current position as Business Unit Director, CNS & Women's Health in 2006. He is a graduate of both the University of Western Ontario and University of Toronto, holding Economics and Master Business Administration degrees.

In his home life, David enjoys his family, photography, cooking, skiing, golf, and spending time with his family and their two dogs. He is also a dedicated volunteer/supporter of The United Way and the MS Society of Canada.



## **MITCHELL SHANNON**

**President**

**Chronicle Companies**

Mitchell Shannon is CEO and co-founder of Chronicle Companies, preferred information provider to Canada's medical specialists, and a leading provider of business intelligence to Canadian pharmaceutical marketers. Chronicle is the organizing corporate partner of the National Pharmaceutical Congress. Since 1995, the company has served the life sciences industry through its newspaper, *The Chronicle of Healthcare Marketing*<sup>™</sup>, and weekly newsletters, *ChronicleMONDAY* and *ChronicleMIDWEEK*. This year marks the seventh annual presentation of the Canadian Healthcare Marketing Hall of Fame Awards, a program initiated by Chronicle as a means of honoring the industry's builders.



Mitch is the publisher of Chronicle's seven nationally-distributed journals for the health specialties, including *Dental Chronicle*<sup>™</sup>, which marks the company's entry into the oral care market. *Dental Chronicle*<sup>™</sup> is published in affiliation with Dental Tribune International of Leipzig, Germany, the world's largest publisher of dental information. He maintains an avid interest in new and emerging media technologies, and is currently overseeing Chronicle's introduction of patient-information and video podcasting projects, known collectively as HealthMinute.TV.

He is a director of the Chronic Obstructive Pulmonary Disease Association. He earned degrees in education and arts from the University of Toronto, and studied graduate journalism at the University of Oregon, ensuring that he suffers loudly each year as the Fighting Ducks are victimized by lesser NCAA rivals. His book, *Healthcare Babylon*, was published in Sept. 2008.

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## **RUSSELL WILLIAMS**

**President**

**Canada's Research-based Pharmaceutical Companies (Rx&D)**

Russell Williams joined Rx&D after a successful career in provincial politics and community service. For 15 years, he represented the Montreal riding of Nelligan in the National Assembly of Quebec. During his career as Liberal MNA, he led numerous public policy debates on important and complex issues such as the role of government in research and development, compensation for victims of contaminated blood, linguistic policy, access to services for handicapped people, pre-hospital emergency services, and gambling. He is well known for his dedication and perseverance as an advocate for individual rights, and government services focused on the needs of its citizens.

During his tenure as parliamentary assistant to two Ministers of Health and Social Services, he identified and initiated strategies for a more efficient and integrated health care system. In addition, he spearheaded the development of an R&D policy for the pharmaceutical sector.

Prior to and during his political career, Russell played a key role in numerous non-profit and community-based initiatives in areas ranging from palliative care to human rights.



Canada's Research-Based Pharmaceutical Companies (Rx&D) is the national association representing over 22,000 men and women who work for more than 50 research-based pharmaceutical companies in Canada. Approximately 10,000 medical researchers are employed as a result of the investment in R&D by these member companies. Of this total, about 4,000 work within Rx&D member companies and an estimated 6,000 work at universities, hospitals and research institutions. Member companies share a single primary objective: to discover new medicines that improve the quality of health care available for every Canadian.

Comprised of companies of all sizes, Rx&D member companies are part of the global pharmaceutical industry whose members are responsible for developing in excess of 90% of the medicines available today.

