

The Pharmaceutical Market Research Group (PMRG) is pleased to announce the recipients of the coveted RR Fordyce Award and two newly established awards, The Circle of Excellence and Presidents Award, as presented at the PMRG Award Banquet held Monday, September 17th, 2007 in conjunction with the First Annual Meeting of the PMRG Institute.

The 2007 RR Fordyce Award was presented to **Brian Cain**, Executive Director, Global Market Research, Schering-Plough Corporation and President of PMRG. In honor of industry leader Richard "Dick" Fordyce, this award is given each year to a recipient who exemplifies the principles of excellence, innovation and integrity in pharmaceutical market research.

Recipients of the award have had a major impact on further marketing research as an industry. In addition, they must demonstrate an exemplary level of character, ethics and leadership in their professional and personal behavior, including their decision-making and mentoring activities.

"Brian is held in high esteem by his colleagues which was evident in the number contributing to his nomination.. He is a respected leader who is known for his integrity, innovation, and excellence. The 2007 RR Fordyce award recognizes his many achievements throughout his career." Said Katie Fordyce of GfK V2

Mr. Cain and his team are focused on utilizing market research to develop knowledge and drive decisions for all therapeutic areas in approved products and compounds in late stages of development. Mr. Cain utilizes a wide variety of market research methods for professional market research and consumer communications in all regions of the world.

Prior to joining Schering-Plough, Mr. Cain was Senior Director, Global Market Research at Pharmacia where he had responsibilities for the Cox II and Oncology market research groups. Previously, Mr. Cain directed the Neuroscience Market Research Group at Bristol-Myers Squibb.

Mr. Cain brings a wide range of experience to his role in market research, as he has been successful in various positions on both the manufacturer and supplier side of the industry. They include sales, training, sales management, clinical research, and development of new market research audits.

"During his tenure in pharmaceutical marketing research," said PMRG Vice President Roger Green, "Brian has served as a candid, conscientious consultant to brand marketers and corporate executives, and as mentor to dozens of marketing researchers. He also has spearheaded the revitalization of PMRG. Under Brian's watch, PMRG has grown, from an average-at-best providers of pharmaceutical meetings into the industry's pre-eminent event source. He has overseen significant by-law and membership changes, launched The PMRG Institute, and, last month, the official launch of pharmaceutical marketing research's first internet community, the PMRG On-line Community."

Mr. Cain earned his MBA and Bachelor of Science in Marketing from Saint Joseph's University, Philadelphia, PA

The President's Award was presented to **Joel Bradus**, Partner and Managing Director, The Concierge Group. The purpose of The President's Award is to honor those within the PMRG community who have demonstrated long-term dedication and commitment to the success of the PMRG organization and who are considered an industry role model in market research.

Mr. Bradus is a 30-year industry veteran. His current organization, The Concierge Inc. is a firm that specializes in business development. Previously, he was with Market Measures, Inc. where his business growth and leadership skills thrust him into the role of Managing Director. He spent

almost a decade at Market Measures. Prior to that, he headed quantitative analysis for Pfizer. Mr. Bradus was also with Schering-Plough Corporation for more than ten years.

Mr. Bradus had been a member of PMRG for more than ten years, has co-chaired three conferences and currently serves on the Board of Directors. His insight and industry knowledge have served the organization well!

The Circle of Excellence Award was received by three deserving individuals: **Jeff Adler**, Centrac DC, **Debbie Kossman**, National Analysts Worldwide and **Bill Little**, Delta Marketing Dynamics. The Circle of Excellence award is designed to honor our PMRG volunteers who advance the organization through extraordinary efforts and advocate for the organization beyond personal gain.

Mr. Adler is the Director of Membership for PMRG and has been a member for more than ten years. He has worked diligently with his committee to initiate the PMRG Online Community and to define membership.

“He has pioneered his way through the hefty details of defining membership while taking on a strong leadership role within our organization. I am proud to be working with him.” said Stephanie Reynders, Executive Director, PMRG.

Mr. Adler’s professional experience includes over fifteen years in a wide range of research and consulting assignments. Mr. Adler’s expertise in both quantitative and qualitative research methods is applied to such areas as product testing, new product development and positioning, customer satisfaction studies, and advertising research. Mr. Adler’s previous experience also includes positions as Supervisor, Market Research for Procter & Gamble, and Senior Product Manager and Statewide Marketing Officer for Florida National Bank. Mr. Adler received his B.S.E. in Marketing and Decision Sciences from The Wharton School of the University of Pennsylvania.

Ms. Kossman is the PMRG Director of Programs and has successfully led the establishment of the Annual National Conference and The PMRG Institute. She managed a volunteer committee that tackled a variety of tasks including creation of event identities, setting agendas, selecting speakers, and navigating logistical details. She provided strong leadership to both her committee and the organization as a whole.

Debbie Kenworthy, PMRG Secretary noted that “Debbie Kossman has been an inspirational change agent within this organization and this recognition of her significant contribution to this is well-deserved.”

Ms. Kossman has two decades of experience conducting a full range of marketing research assignments for pharmaceutical and biotechnology companies. By combining research creativity, detailed understanding of a broad range of therapeutic settings, psychological insight into customer audiences, and marketing sophistication, she offers her clients exceptional counsel from the first marketing question to the last marketing implication.

Ms. Kossman oversees the design and management of both qualitative and quantitative projects addressing a diversity of marketing problems, including clinical trial design, demand forecasting, product positioning and pricing, market segmentation, and communications strategy.

Ms. Kossman received a B.A. magna cum laude with honors in psychology from Case Western Reserve University. She holds Master’s and Doctoral degrees in psychology from the University of Pennsylvania.

Bill has provided strategic insight and direction and has been a long-term PMRG advocate and supporter. He has lead the Adverse Event Reporting initiative providing insight and guidance to the Executive Committee. He has also served as a program co-chair and long time event sponsor.

Roger Green, PMRG Vice President, observed that, "Bill Little has played a leading role in several of our major initiatives this year. His focused approach to Adverse Event Reporting has helped shape our direction not only on that issue, but on how to approach the entire range of approaching regulatory and legal concerns affecting Marketing Research."

Mr. Little began his career in the pharmaceutical industry as an account manager, serving the New Jersey area, for Delta Marketing Dynamics. Several years later, Mr. Little moved to the Syracuse, New York office to assist in the development of new marketing research services such as the hospital service DeltaScan, and the CD based Trade Information for Windows. In 1994 Mr. Little was appointed President of Delta Marketing Dynamics and later progressed in founding DMD America and created the pricing service and now web-based industry standard product, AnalySource Online. DMD provides audience-based quantitative and qualitative marketing research services and capabilities from retail and hospital pharmacy, physicians, and patients. It has recently become a global research firm. Mr. Little received his B.S. in Economics at the University of Richmond.

PMRG is the leading pharmaceutical market research organization in North America. Its mission is to create a community of pharmaceutical market researchers that supports professional development, builds leadership skills and provides networking opportunities. Its goal is to advance market research to play a pivotal role in business decision-making.

PMRG is dedicated to advocating for market research professionals by supporting members in creating influential and prestigious careers. It also furthers the market research profession through alliances with academia and other key organizations.

For more information on PMRG, visit our Web site at www.pmrq.org or contact Stephanie Reynders, Executive Director at stephanie@pmrq.org.