

# PRESENTING THE

# TOP 20

# OTC / CONSUMER HEALTHCARE MARKETERS OF THE YEAR

The inaugural class of Top OTC / Consumer Healthcare Marketers includes representatives from a diverse group of companies in the OTC and healthcare marketing sector.



*OTC Perspectives* magazine is proud to present its introductory group of "Top OTC / Consumer Healthcare Marketers of the Year." Marketers representing 13 companies were honored with the prestigious *OTC Perspectives'* Top Marketers award earlier this year. The 2009 class highlights a broad range of people with consumer healthcare responsibilities, including senior product managers, vice presidents and marketing directors.

The 2009 award recipients were honored at a special Awards luncheon in early June in Boston, which *Everyday Health* sponsored. The luncheon was held in conjunction with the first-ever OTC National Conference.

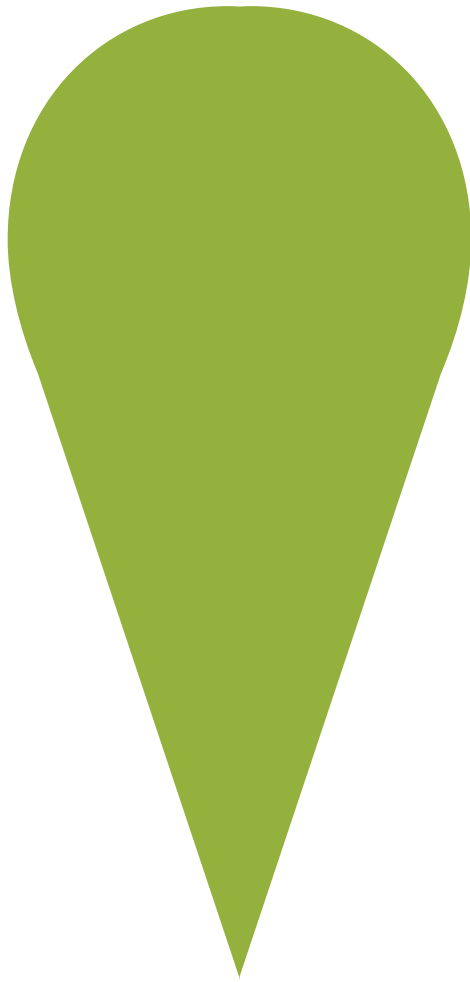
"These outstanding consumer healthcare marketing professionals are this year's top contributors to the advancement of both consumer health and the bottom line via informative, leading-edge marketing communications," DTC Perspectives chair-

man Robert Ehrlich noted. "There are a lot of awards for advertising campaigns, but no award to recognize the individual marketers behind the innovative OTC Marketing campaigns."

Industry-wide nominations were opened in early 2009, with OTC manufacturers, agencies and supplier partners invited to participate. After compiling a comprehensive list, the *OTC Perspectives* team and a select group of industry thought-leaders rigorously narrowed the nominees down to an exemplary final Top 20. "The awardees were selected from many worthy candidates. We intentionally did not rank within the list because each contribution is uniquely significant," Ehrlich added.

A profile of each Top Marketer, as well as photos from the Awards presentation in Boston, follows over the next several pages.

Congratulations to each member of this year's Top Marketers!



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\*Unique users per month (comScore Media Metrix, August 2009 and Plan Metrix, June 2009)



WHAT TO EXPECT



SOUTH BEACH DIET

*Denise Austin*



iHealth

JILLIAN MICHAELS



WEIL  
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**M**'lou Arnett is the chief operating officer for Scerene Healthcare, a startup OTC/personal care products venture.

Previously, she was senior vice president, marketing and advertising, for Adams Respiratory Therapeutics, which marketed and manufactured Mucinex and Delsym before its acquisition by Reckitt Benckiser.

Arnett joined Adams in 2004 as the director of marketing and was a lead architect in the consumer and professional marketing of Mucinex and Delsym, including the development of the Effie-award winning "Mr. Mucus" advertising campaign. Her work on Mucinex was recognized with several awards. She was named one of the top 50 marketers by Advertising Age in 2007. She played a key role in growing the Adams business from \$60 million to nearly \$500 million over the span of four years through marketing excellence, new product development and strategic acquisition. Adams was sold to Reckitt Benckiser in early 2008 for \$2.3 billion.

Prior to Adams, Arnett worked in brand management on a broad spectrum of OTC and HBA businesses at Pfizer Consumer Healthcare and its predecessor, Warner Lambert Consumer Healthcare. Her work encompassed Listerine, Benadryl, Zantac 75, e.p.t and Lubriderm, among several other brands. Her work on Listerine included the development of a robust new products pipeline and an extended partnership with The Rosie O'Donnell show for which she won a bronze "Anvil" award from the Public Relations Society of America. On Zantac 75, she was a key member of the switch team and the joint venture partnership with Glaxo-Wellcome. She was also responsible for the strategic repositioning of e.p.t as "the error proof test" (1995), returning growth to the brand and providing the strategic foundation for the brand ever since. She began her career in commercial banking with Chase Manhattan Bank.

Arnett received an MBA in marketing and management of organizations from Columbia University Graduate School of Business and a BA in history from Yale University.

### M'LOU ARNETT

Chief Operating Officer and Co-Founder  
Scerene Healthcare



### TIM CONNORS

Vice President of Marketing, Zicam  
Matrixx Initiatives



**T**im Connors leads all of Matrixx Initiative's marketing efforts, including the Zicam brand and new product development. Zicam is a \$130 million brand in the competitive cold/allergy/sinus category and has been a top five growing brand for five years running.

Connors brings over 20 years of sales and marketing experience to Matrixx Initiatives Inc. He joined the organization in July 2005 as director of national sales and was highly successful in increasing sales with the company's largest retail customers as well as working on new product development in the mar-

keting department. Prior to joining Matrixx, he was a partner for a consulting firm helping consumer product companies and healthcare organizations, foreign and domestic, to successfully introduce new companies and brands into the marketplace. Connors started his career working for Nestle Foods, Benckiser and The Clorox Company in a variety of sales and marketing assignments.

Connors holds a Bachelors of Arts degree in marketing from Penn State University.



Scott Wolf of Everyday Health (left) presents Tim Connors with his Top Marketer award.

**D**avid Dintenfass is marketing director for the global Vicks franchise at Procter & Gamble. There he is responsible for strategy, marketing and global business management.

**DAVID DINTENFASS**  
Marketing Director, Global Vicks  
Procter & Gamble



Dintenfass came to the Vicks brand team with over a decade of experience at P&G, including operating roles on Crest, Oral B, Olay and Ivory. He began his career as a management consultant at McKinsey & Company in Boston.

Dintenfass holds BA degrees in economics and international relations from Brown University and an MBA at Harvard Business School.

*David Dintenfass (right) is presented with his Top Marketer award by Scott Wolf of Everyday Health.*



**JOANNE COTIGNOLA**  
Marketing Director, Consumer Healthcare  
Mucinex and Delsym  
Reckitt Benckiser



**J**oanne Cotignola is the marketing director of consumer healthcare at Reckitt Benckiser in Parsippany, N.J. Cotignola joined RB in 2008 as part of the Adams Respiratory Therapeutics acquisition. Her primary responsibility

is the overall management of the Mucinex and Delsym franchises.

During Cotignola's tenure, these businesses have doubled in size to over \$500 million, with Mucinex becoming the No. 1 brand in the category. In addition to her work on the award winning "Mr. Mucus" consumer advertising campaign, she was a key player in the development of a successful professional program that has resulted in Mucinex becoming the most recommended expectorant by primary care physicians.

Cotignola has more than 15 years of cross functional experience in marketing, advertising and sales for consumer goods products, primarily healthcare. Prior to her current assignment, she consulted at both Novartis Consumer Healthcare and Bayer Consumer Healthcare in a marketing capacity on brands such as Theraflu, Triaminic, Benefiber and Alka Seltzer Plus. She began her marketing career at Warner Lambert, working on top brands such as e.p.t., Zantac 75 and Roloids.

Cotignola holds a BA in economics from Smith College and an MBA in marketing and international business from Columbia University. She lives in Chatham, N.J., with her husband and two children.

**S**arah Egan is a marketing director for Bayer Healthcare's Consumer Care Division, with responsibility for leading the Aleve franchise in the United States.

**SARAH E. EGAN**  
Marketing Director, Aleve Franchise  
Bayer Healthcare

Egan has more than 15 years of consumer care and packaged goods industry experience across a number of categories. At Bayer Healthcare, she has led the long-term strategy and innovation plan of the One A Day Multivitamin business, including the launches of the One A Day Women's Breast Health claim, and One A Day Men's and Women's 50+ and the One A Day Teen multivitamin products contributing to significant brand growth. Additionally, she initiated, developed and launched the new to market One A Day Women20 and Energy 20, and One A Day PreNatal. She has made significant contributions to other Bayer Healthcare businesses, including Children's Nutritionals, Alka Seltzer Plus, and New Business. Prior to joining Bayer Healthcare, she began her career with a number of positions in public relations.

Egan holds a BA in English and psychology from Dickinson College and an MBA in marketing from Rutgers University.



**T**.J. Higgins is currently the group vice president of marketing at Schering-Plough Consumer Healthcare. He leads marketing efforts for such brands as Claritin, MiraLAX, Coppertone, Dr. Scholl's, Tinactin and Afrin.

Higgins was responsible for the Rx-to-OTC switches of Claritin and MiraLAX. He was also in charge of leading the introduction of Coppertone Continuous Spray product and the creation of Dr. Scholl's For Her. Previously, he worked at Vlasic Foods, Johnson & Johnson and Frito Lay in a variety of roles.

Higgins holds a BS from Lehigh University and an MBA from Harvard University.

### T.J. HIGGINS

Group Vice President – Marketing  
Schering-Plough Consumer HealthCare



### KIMBERLY MCCORMACK

Senior Product Manager, MiraLAX  
Schering-Plough Healthcare Products



**K**imberly McCormack is senior product manager responsible for strategic marketing, planning, and execution for the MiraLAX business. Previously, she held marketing positions on the OTC cold and allergy team, as well as the Coppertone brand team.

McCormack joined Schering-Plough in September 2004, after holding various positions at the Gillette Company in Boston. She served as product manager in marketing for the Global Business Management Division, with international responsibility for disposable razors. Before pursuing an MBA, she worked in commercial finance for National Westminster Bank in New York City.

McCormack graduated from Cornell University in Ithaca, N.Y., where she received a bachelor of science degree in business management and marketing. She also holds a master's degree in business administration from the Tuck School of Business at Dartmouth College, in Hanover, N.H.

**R**obert Schumm is marketing director in Bayer HealthCare's Consumer Care Division, where he oversees the Bayer Aspirin franchise and the Midol analgesic brand in the United States. His recent work on Bayer Aspirin includes the development of the award-winning "Expect Wonders" advertising campaign as well as the launch of several new innovative new-product entries in the analgesics category that have strengthened Bayer Aspirin's leadership in the areas of cardiovascular prevention and pain relief.

Schumm has more than 20 years of industry experience spanning a broad range of strategic and operational roles within the OTC community. At Bayer, he conceived and launched the first initiative to make consumers aware of aspirin's life-saving benefit when taken during a suspected heart attack. He has worked on numerous OTC categories including analgesics, upper respiratory, GI, and Skin Care. As director of new business, he acquired the OTC rights for the leading Rx cholesterol-lowering brand Pravachol and led the joint venture team for the development and eventual commercialization of the technology.

Prior to joining Bayer, he worked at Schering-Plough HealthCare products and held various roles in brand management and new-business development. He began his career in market research working at Information Resources Inc. (IRI) and then at Sterling Drug, where he moved into brand management.

Schumm holds a bachelor's degree in physiological psychology from Princeton University and an MBA in marketing and international business from New York University's Stern School of Business.

### ROBERT SCHUMM

Director, Bayer Aspirin/Midol  
Bayer HealthCare



Robert Schumm (right) is presented with his Top Marketer of the Year award by Scott Wolf of Everyday Health.

# THE SHELVES ARE TALKING

"Did you hear  
TJ was named a  
Top OTC Marketer?"

"He's always  
been tops  
with us!"

"Kim's a Top  
OTC Marketer!"

"Well, I could  
have told  
you that!"



CONGRATULATIONS  
TJ HIGGINS AND KIM MCCORMACK  
TOP OTC MARKETERS OF 2009

**R**ohinish Hooda is a seasoned marketer with 20 years of experience in the fields of consumer marketing and sales, integration planning, pharmaceutical marketing and sales, change management, general management and global category management.

Born and raised in India, Hooda started his career with Johnson & Johnson in India with Janssen Pharma and worked in positions of increasing responsibilities with J&J pharmaceutical marketing, and then moved to consumer sales and marketing, where he worked on leading brands such as Band-Aid and Stayfree.

After eight years with J&J, Hooda joined Warner-Lambert India to

head up its OTC division before moving to Indonesia three years later to be the general manager of the country operation of Warner-Lambert Indonesia. After the acquisition of Warner-Lambert by Pfizer in 2001, he moved to the U.S. market and held positions of increasing responsibilities within both the global category and U.S. marketing of Pfizer Consumer Healthcare, where he managed leading brands such as Zantac and Visine.

Hooda re-joined J&J when the company acquired Pfizer Consumer Healthcare in 2007 and led the Rx-to-OTC switch of Zyrtec. He now holds the position of vice president marketing within McNeil Consumer HealthCare and is responsible for its \$1 billion-plus upper respiratory portfolio, including leading brands such as Tylenol Cold, Benadryl, Sudafed and Zyrtec.

Hooda earned a Bachelors of Pharmacy and an MBA.



Allison Moore of JWT accepts Rohinish Hooda's Top Marketer award on his behalf from Scott Wolf of Everyday Health.

### STEVE KORNHAUSER

Vice President, Marketing  
Eye, Ear, Nose, Throat and Pediatric  
Prestige Brands



**S**teve Kornhauser is vice president of marketing at Prestige Brands, responsible for the eye, ear, nose, throat and pediatric

divisions. His career encompasses background in both advertising account management and consumer products marketing across a broad spectrum of major household cleaning and OTC brands.

Kornhauser has worked in consumer products marketing with several companies, including A.H. Robins Consumer Products and Whitehall-Robins (divisions of American Home Products), C.B. Fleet Company, Prestige Brands International and Prestige Brands Inc. Some of his key accomplishments have been focused on a combination of aggressive new-product marketing with strong consumer advertising components.

Kornhauser was responsible for driving the growth of Clear Eyes brand eye drops through expansion into new sub-segments, such as Tears/Dry Eye and high-impact advertising using Ben Stein as the brand's spokesman. He helped reposition Comet Powder to reinforce the brand's "No Scratch" formula and also introduced a new Soft Cream formula. He was able to achieve record sales for the Summer's Eve brand through expansion into new segments, such as feminine sprays. He has driven the growth for the Dimetapp cough/cold brand behind a restage of Children's Dimetapp and expanding the adult allergy line into new forms such as 4-Hour Liquid Gels. Kornhauser has also generated positive year-on-year record sales of Easy-Off Oven Cleaner in stagnant category driven by expansion into "No Fumes," non-caustic segment, with high share of voice ad support.

Rohinish, this honor  
is nothing to sneeze at.  
Our eyes are watering up.  
(Then again, it could just be the allergies.)



Congratulations to Rohinish Hooda, V.P. Upper Respiratory Marketing, Johnson & Johnson, for being named one of the Top OTC/Healthcare Marketers of the Year for his work on ZYRTEC®. From your friends at



**A**fsha Abid is the senior brand manager for Excedrin innovation and Voltaren at Novartis. She leads the innovation pipeline and strategic planning for Excedrin and the entire pain category.

Abid was most recently the North American brand manager for Triaminic at the company. She managed the brand through the FDA crisis situation of a potential withdrawal of children's cough and cold products. She also developed a triple-path launch plan that included a new product sub-line and marketing communication development to ensure brand readiness immediately following the FDA's announcement for the category. She also created a break-through communication strategy focusing around products with winning points of difference when compared to key competition.

In addition, Abid managed two ABMs and cross-functional teams during a crisis environment for the cold and cough category.

### AFSHA ABID

Senior Brand Manager, Excedrin Innovation & Voltaren  
Novartis



Afsha Abid accepts her Top Marketer of the Year award from Scott Wolf of Everyday Health.

### ERIC FEHLING

Senior Brand Manager, Excedrin  
Novartis Consumer Health

**E**ric Fehling currently leads marketing efforts across the Excedrin product portfolio, which includes all sub-ranges of the business. His management of the Excedrin business has included the launch of Excedrin Express Gels as well as the creation of a new 360-degree consumer campaign, which hit the market in late April and helped drive consumption growth ahead of other major branded competitors.

Fehling has been at Novartis Consumer Health for four years and has also worked on the Theraflu business. His work on the Theraflu business led to double-digit

growth over three consecutive years and significant share gains in the Adult Cough/Cold Category. During these three years, Theraflu was able to successfully expand beyond its traditional Hot Liquid format into syrups and therapeutic areas such as Vapor and Dietary Supplements. He also helped launch a new campaign for the Theraflu franchise in 2005 that is still on air and driving brand growth. Prior to Novartis Consumer Health, Fehling was at Reckitt Benckiser, where he worked on Veet and helped that brand make a footprint in the depilatories category.

Fehling holds a BA in psychology and MT in elementary education from the University of Virginia, and an MBA from the Stern School of Business at New York University.



Eric Fehling (right) receives his Top Marketer award from Scott Wolf of Everyday Health.



**F**rank Paukowits is responsible for managing the Benefiber product franchise. His work on the development and execution of the brand strategy has greatly contributed to the tremendous growth of Benefiber in recent years. He has also been instrumental in driving the expansion of marketing analytics throughout the Novartis organization.

Paukowits has been with Novartis for just over two years, joining in 2007 as brand manager on Gas-X and ex-lax before transitioning over to Benefiber in 2008. He has

played a key role on each of these businesses, and has been instrumental to the development of innovative strategies and tactics across these brands.

Prior to joining Novartis, Paukowits worked for Reckitt Benckiser for three years in brand management. There he worked on the Spray 'N Wash Laundry and Resolve Carpet businesses. His key accomplishments included leading the launch of several new products, managing the development of a breakthrough advertising campaign, and overseeing a major graphics redesign.

Paukowits holds a BA in communications from Binghamton University and an MBA from the Fordham University School of Business.

### FRANK PAUKOWITS

Senior Brand Manager, Benefiber  
Novartis Consumer Health



Scott Wolf (left) of Everyday Health presents Frank Paukowits with his Top Marketer award.

**A HEALTHY CONGRATULATIONS TO  
OUR FRIENDS AT NOVARTIS,  
AFSHA ABID, ERIC FEHLING AND FRANK PAUKOWITS,  
FOR BEING NAMED  
“TOP OTC/CONSUMER HEALTHCARE  
MARKETERS OF THE YEAR”**



**EURO RSCG ADRENALINE**

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Laurie Hodge has been the group marketing director for Gold Bond at Chattem Inc. for the past eight years. She is responsible for marketing, financial and new-product development for the company's largest brand.

Through her leadership, Hodge and her team have increased Gold Bond's retail sales to \$134 million, making it the first Chattem brand to surpass \$100 million at the retail level. The 101-year old brand holds the No. 1 spot for several categories, including medicated body powder, bath powder, medicated foot powder and moisturizing foot cream. She and her team also leveraged brand equity in 2003 to launch the most successful new product platform in company history; with the sub-brand now representing 55 percent of the brand's total volume.

Hodge joined Chattem in 1988, working her way through the company in various roles with increasing responsibilities. Most recently, she was the director of marketing for personal care products and managed the largest acquisition in company history. She was also the marketing manager, toiletries, where she created a strategy that reversed declining sales. She earlier managed the portfolio of niche hair care and sun care brands as the associate marketing manager, seasonals. In this role, she implemented cost effective tie-in promotions with NASCAR, Yamaha, Miller Brewing, USTA and Olympic spokespersons. Her first position at Chattem was as an art director, a creative resource for all of the sales and marketing functions. She began her career at the ARS Advertising Agency developing creative solutions for packaging, trade and consumer collateral and print communications for diverse client list, including Raytheon.

Hodge received a BA in graphic design from Austin Peay State University; a masters of fine arts, drawing, from Southern Illinois University; an MBA from the University of Tennessee; and her doctorate in business administration from Kennesaw State University.

### LAURIE HODGE

Marketing Director, Gold Bond  
Chattem Inc.



### ALLISON SCOTT

Marketing Director, U.S. Company Marketing  
Oral Care/Toothbrushes  
Colgate Palmolive



launched winning new products across the U.S. and Latin American markets in an array of categories, including toothpaste, toothbrushes, deodorants and soap. Most recently, she successfully brought to market the innovative Colgate Wisp, the first-ever, single-use mini-toothbrush with a breath-freshening bead. Prior to receiving an MBA, she was an associate in Latin American banking at the Chemical Bank of New York.

Scott holds a B.A. degree from Princeton University and an MBA from the Stanford Graduate School of Business.

Palmolive. Her responsibilities include leading the growth and development of Colgate manual and powered toothbrushes including the Colgate 360 toothbrush, one of the top-selling toothbrushes in the U.S. market.

During her 18 year career at Colgate, Scott has been a consistent champion of innovation through her management of cross-functional innovation teams across global borders. She has helped to pioneer new long-term innovation development practices and has



Allison Scott receives her Top Marketer of the Year award from Scott Wolf of Everyday Health.

Allison Scott is marketing director, U.S. Oral Care – Toothbrushes for Colgate-





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Jay Kolpon has worked on a variety of consumer products during his career, including Old Spice fragrance and Centrum vitamins.

For the past 18 years, Kolpon has been with Bayer HealthCare. As vice president of marketing and new business, he was credited with the revitalization of Bayer Aspirin, building the Aleve and One-A-Day brands, as well as helping to establish the Bayer Consumer Care Division. In his current role in global strategic marketing, he is charged with growing the company's largest strategic business unit.

Kolpon received his MBA from New York University. He also has a background in public accounting and received his CPA license in 1981.

### JAY KOLPON

Vice President, Global Strategic Marketing  
Bayer Consumer Care



### LEIGH RADFORD

General Manager, Global PUR and Vicks  
Procter & Gamble



global PUR and Vicks. Her experience includes oral care, personal cleansing, skin care and beauty and health.

Prior to joining P&G, Radford worked in various sales manager positions at Eastern/Continental Airlines and then moved on to Ernst & Young Management Consulting as a summer associate. She is an award-winning marketer, having received four internal awards from P&G, such as the P&G Unsung Hero Award and Harley Procter Marketer Recognition (Top 12 P&G

Marketers). In addition, she has also earned several initiative awards and recognitions for her work on Olay, including Regenerist magazine awards and Definity magazine awards.

Radford holds a B.A. in advertising and business administration from the University of Florida (1986) and an M.B.A. from Northwestern University's Kellogg Graduate School of Management (1991). She currently resides in Cincinnati, Ohio, with her husband and two children.

Leigh Radford joined Procter & Gamble more than 18 years ago, and has held numerous roles of increasing responsibility. She began as a brand assistant for Fixodent Denture Adhesives and, over time, rose to her current post as general manager,



Scott Wolf of Everyday Health presents Leigh Radford with her Top Marketer of the Year award.



Steve Wallace has more than 22 years of success in sales and marketing in the consumer packaged goods industry. He has demonstrated strong results in launching new brands including orchestrating the launch of Nivea Visage and Colgate Total in Canada, and the launch of Uncle Ben's Rice Bowls in the United States.

Wallace has leveraged successes in consumer packaged goods categories into driving the growth of COLD-FX in the OTC/consumer healthcare category. A few short years after launching nationally, COLD-FX secured status of the No. 1 selling cold and flu remedy in Canada and recognition of unique marketing tactics through aggressive word-of-mouth and guerrilla marketing campaigns. After several years of rapid growth, COLD-FX sales stagnated. He implemented an extensive rebranding project and strategy shift that included new products and new advertising. Since the changes, he has delivered consecutive double-digit sales increases in a flat category, expanding the lead in pharmacist recommendations and earning top awards for the launch of new COLD-FX Extra Strength capsules. COLD-FX was also chosen as the official cold and flu remedy of the Vancouver 2010 Winter Olympic Games.

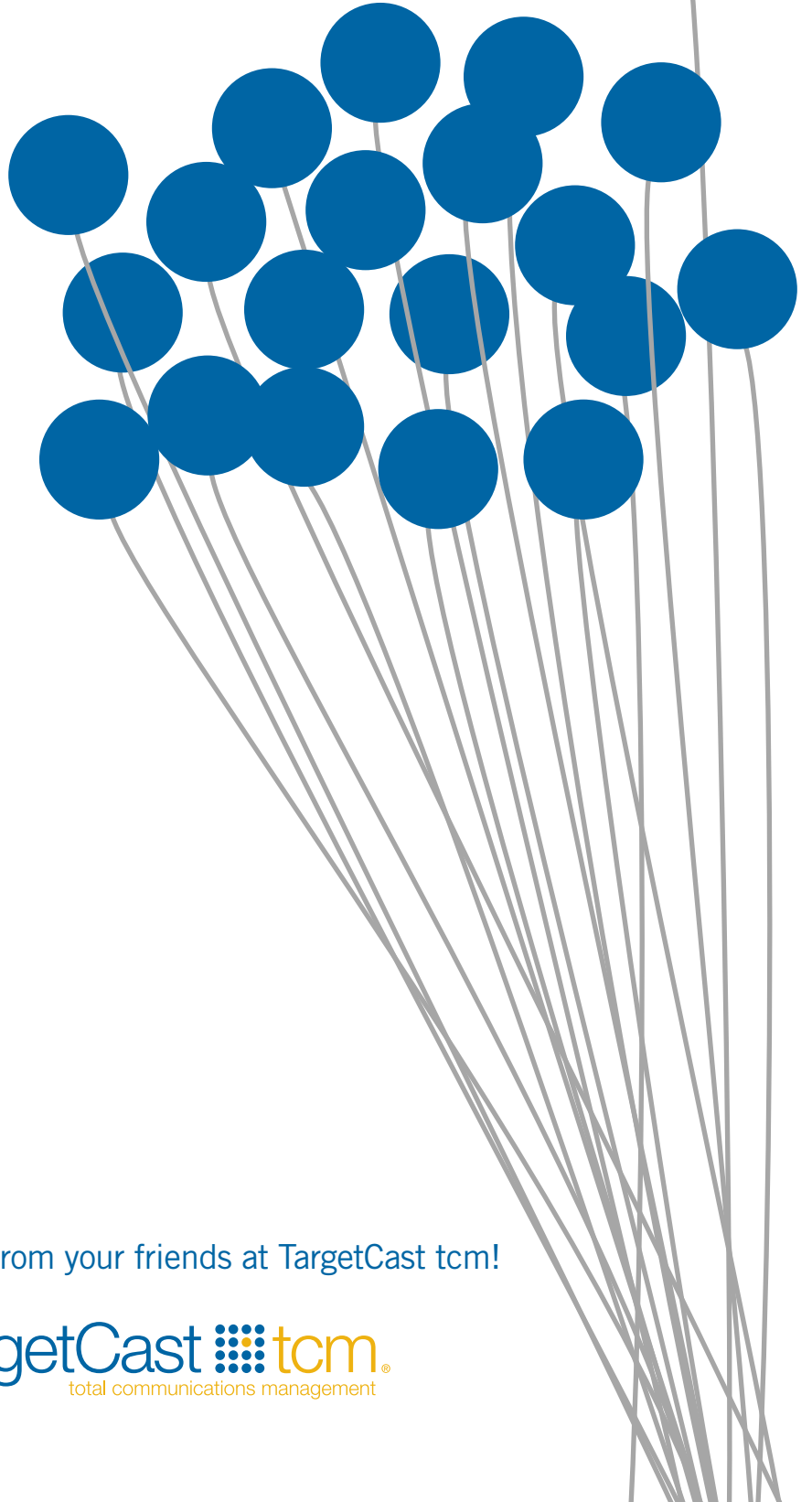
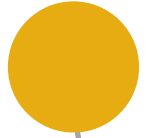
Wallace holds an Honours Degree in business administration from the Richard Ivey School of Business at The University of Western Ontario.

### STEVE WALLACE

Vice President Marketing, COLD-FX  
Afexa Life Sciences Inc.



Steve Palmisano of Wyeth may be one of the top 20 OTC marketers of the year, but to us he's number 1.



Congratulations from your friends at TargetCast tcm!

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**P**atrick Lockwood-Taylor leads the Asia Healthcare and Asean, Australasia, India, Japan and Korea feminine care businesses for consumer products giant Procter & Gamble, which includes the Vicks and Metamucil range of products in healthcare and the Whisper and Tampax range of products in feminine care. Under his leadership for the past three years, both of these businesses have been transformed into highly effective and efficient business, delivering double-digit sales growth and consistent market share growth, and outpacing both internal and external competition. In his last role as the country manager for P&G Malaysia, the business trebled in sales in as many years. Lockwood-Taylor has a consistent record of brand building as seen in equity and share development as well as developing new advertising campaigns for his healthcare portfolio and leading company work in new media and alternate marketing models. He is also a highly respected and charismatic leader of people and organizations, building and sustaining high-performing teams that are engaged and enabled to deliver very stretching business objectives.

Lockwood-Taylor is extremely passionate about his mission of transforming businesses and organizations to win. He has a strong track record of delivering this mission across his various assignments through his three leadership mantras: (a) nurturing and developing engaged organizations with a high level of technical mastery and a high performance culture; (b) a clear, aligned and well-communicated business strategy; and (c) a high degree of operational discipline to ensure flawless execution of the outlined strategies.



*Leigh Radford accepts Patrick Lockwood-Taylor's Top Marketer of the Year award on his behalf from Scott Wolf of Everyday Health.*



### **PATRICK LOCKWOOD-TAYLOR**

General Manager - ASEAN, Australasia, India, Korea and Japan Feminine Care and Asia Health Care  
Procter & Gamble



Lockwood-Taylor has more than 15 years of diverse experience in the fast moving consumer products industry, spanning a broad range of commercial responsibilities across numerous brands, functional disciplines and geographies. He began his career with Procter & Gamble in the United Kingdom, starting with sales, and steadily increasing responsibilities across sales and marketing, including an assignment as a creative in an advertising agency in London. He has been in Asia for more than five years, first heading the Malaysia operations for P&G as country manager and then in his current role based in Singapore.

Lockwood-Taylor holds a First Class Joint Honors degree in economics and management and a post-graduate diploma in marketing. He has also held various senior executive positions in different Chambers of Commerce and charity organizations.

### **STEVE PALMISANO**

Senior Vice President, Advertising  
Wyeth Advertising



**S**teve Palmisano is the senior vice president of advertising at Wyeth. He is responsible for the strategic and executional oversight of Wyeth Consumer Healthcare U.S. media and e-marketing, agency management, advertising process, best practices as it relates to use of media and analysis of results. Palmisano also holds a leadership advisory role at Wyeth Consumer Healthcare International, as it relates to best practices in media, defining future initiatives for the international division.

Palmisano has 28 years in media and advertising. He began his career at Young & Rubicam, working on the launch of Advil. He was hired by Wyeth (then Whitehall Laboratories of American Home Products) after spending four years with Y&R. He has held various roles during his 24 years at Wyeth before his responsibilities expanded to his current position.