

# Perspectives

## CONTRIBUTORS



**David Bernard** is managing director of DB Marketing Technologies ([www.DBMT.com](http://www.DBMT.com)), a marketing analytics and CRM consultancy that works with pharmaceutical companies to improve pharma marketing and business performance through the application of best practices in analytics, reporting and database management. Bernard can be reached by e-mail at [David.Bernard@DBMT.com](mailto:David.Bernard@DBMT.com) or by telephone at (212) 794-6402. Turn to page 35 to read his article.



**Mark Miller** is senior vice president of the strategic and analytic consulting group for healthcare at Epsilon, a full-service marketing company. Miller and his team collaborate with client brand teams to develop direct-to-consumer and direct-to-physician marketing campaigns. He can be reached by e-mail at [mmiller@epsilon.com](mailto:mmiller@epsilon.com), or by telephone at (617) 571-7181. To read his article, turn to page 12.



**Kevin Clancy** serves as chairman of Copernicus, a research-driven marketing consulting firm that takes a scientific approach to marketing strategy development, planning and implementation to identify the most profitable strategies, marketing plans and programs. Clancy can be reached by e-mail at [kevin.clancy@copernicusmarketing.com](mailto:kevin.clancy@copernicusmarketing.com), or by telephone at (781) 392-2527. To read the article he co-wrote with colleague Eric Paquette, turn to page 18.



**Debrianna Obara** is the vice president of media with the Philadelphia office of Razorfish. Razorfish is one of the largest interactive marketing companies and one of the largest buyers of digital advertising space. Obara can be reached by e-mail at [debrianna.obara@razorfish.com](mailto:debrianna.obara@razorfish.com). Turn to page 43 to read her article.



**Barry C. Collin** is the chief executive of Moddition Inc., which just celebrated 25 years of product and brand innovation ([www.moddition.com](http://www.moddition.com)). Collin has created many new markets and revenue opportunities for his clients globally across diverse industries. He can be reached at [barry@brandingpharma.com](mailto:barry@brandingpharma.com). Turn to page 25 to read his article.



**Eric Paquette** is a senior vice president at Copernicus and has been with the firm for eight years. Paquette bridges the gap between research and marketing for clients by translating information and insights from marketing research into marketing strategies, programs and tactics and new-product launches. He can be reached by e-mail at [eric.paquette@copernicusmarketing.com](mailto:eric.paquette@copernicusmarketing.com), or by telephone at (781) 392-2527. Turn to page 18 to read the article he co-wrote with colleague Kevin Clancy.



**David Kveskin** is a senior vice president and practice area leader at the TNS Brand and Communications division of TNS Healthcare. For more information, visit [www.tnsglobal.com](http://www.tnsglobal.com). Kveskin can be reached by e-mail at [david.kveskin@tns-global.com](mailto:david.kveskin@tns-global.com), or by telephone at (201) 836-0040, x-214. Turn to page 47 to read his article.



**Meredith Abreu Ressi** is the vice president of research for Manhattan Research, where she specializes in consumer and physician eHealth trends and strategy. She can be reached via e-mail at [mressi@manhattanresearch.com](mailto:mressi@manhattanresearch.com), or by telephone at (212) 255-2485. To read her article, turn to page 31.