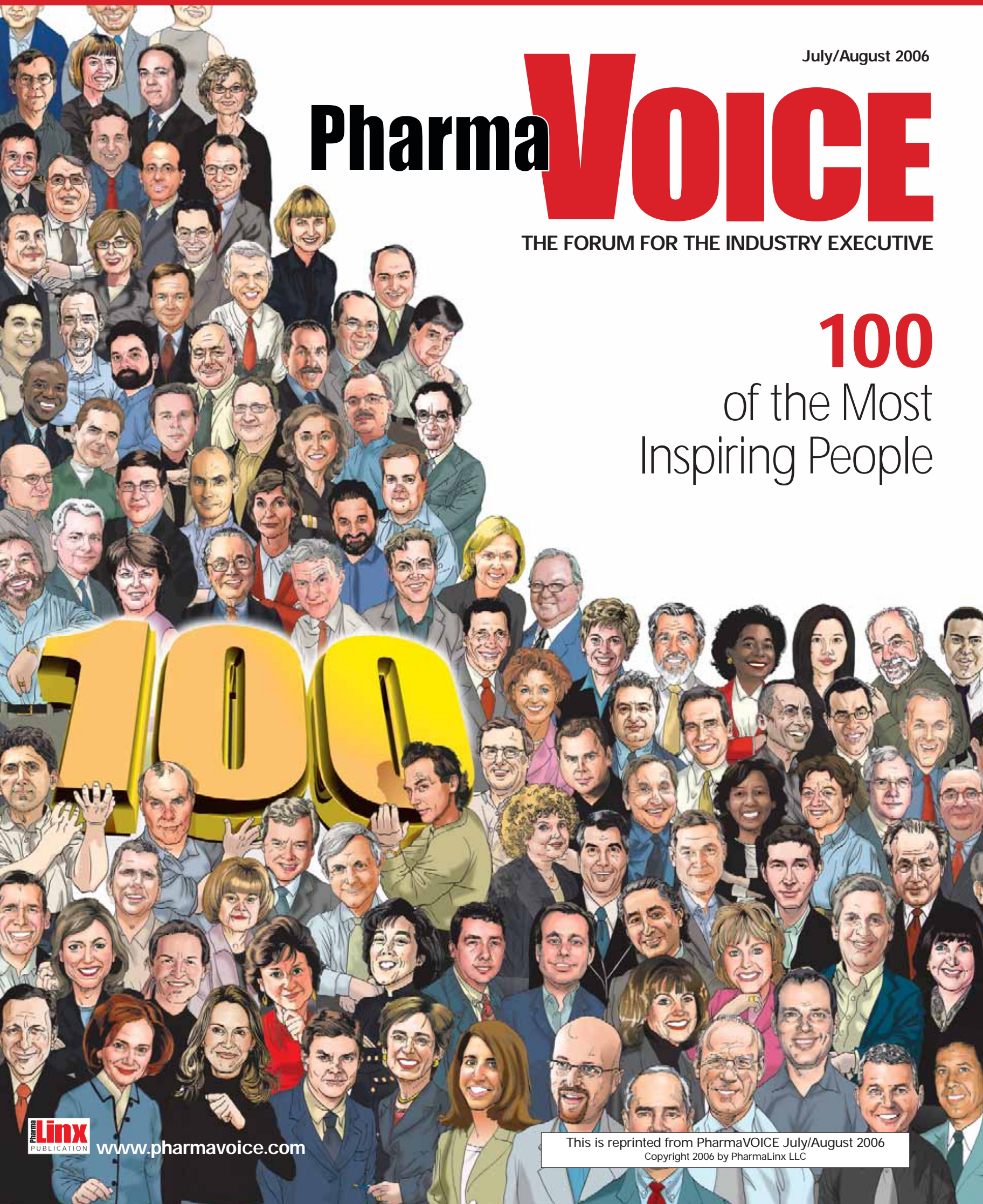


July/August 2006

PharmaVOICE

THE FORUM FOR THE INDUSTRY EXECUTIVE

100
of the Most
Inspiring People



1000

THE Change Agents

Not content with the status quo, these individuals have decided to shift the paradigm in their fields and are impacting business processes, technologies, and strategies across the life-sciences industry.

DR. STAN BERNARD

Sparking Creative Approaches to Industry Challenges

Founder and president of Bernard Associates, Stan Bernard, M.D., MBA, has been hailed as one of the most strategic, innovative consultants in the pharmaceutical industry.

Nationally renowned as a healthcare and pharmaceutical industry guru, Dr. Bernard's business consulting firm is dedicated

to adding value and effectiveness to companies that market and develop innovative healthcare products and technologies.

Even before founding his own consulting business, Dr. Bernard had a string of successes. As U.S. product manager for Bristol-Myers Squibb, Dr. Bernard launched the cholesterol-lowering drug Pravachol, which exceeded \$100 million in sales its first year on the market.

He is also an innovator in the area of education. In 1991, Dr. Bernard initiated and taught the pharmaceutical management course at The Wharton School of Business. He also initiated a second

course at Wharton, health information technology. In addition, Dr. Bernard was the founding editor and editor-in-chief of *Disease Management*, the first international, peer-reviewed journal in the field. His consulting was recognized when he was named as the first recipient of the A.T. Kearney Global Intellectual Capital Award, the consulting firm's highest individual honor worldwide. For 12 years, Dr. Bernard has served as an expert consultant to the U.S. Agency for Healthcare Research and Quality (AHRQ).

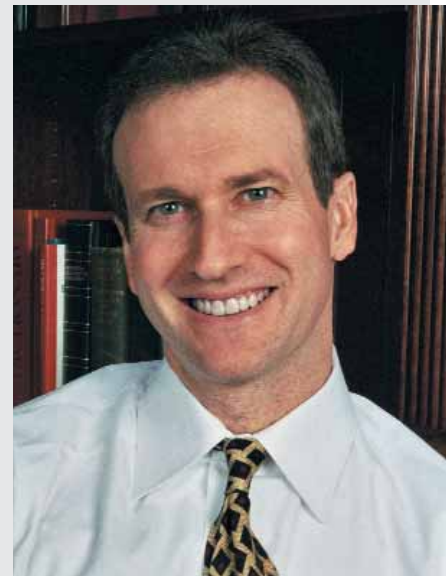
Dr. Bernard has been a consultant to eight of 10 top

pharmaceutical companies, as well as many of the leading medical device, diagnostics, and healthcare consumer products companies. Dr. Bernard's consultancy with major pharmaceutical companies has contributed to awards in pharmacogenomics applications, marketing, and life-cycle-management issues.

A regular keynote speaker at industry events, Dr. Bernard's drive, innovation, and ideas have regularly inspired audiences. He has been featured on national television and in leading publications and has published more than 50 book chapters and articles on healthcare and pharmaceutical topics.

Dr. Bernard's open, honest, and direct style and demonstrated exceptional leadership have been instrumental in influencing key stakeholders on many global projects.

He encourages clients and their organizations to step out of their comfort zones by looking at opportunities and challenges from different perspectives. Using an executive consulting approach, Dr. Bernard works with clients as a member of their teams to use out-of-the-box strategic thinking to achieve their objectives. In addition, he mentors and encourages executives to use strategic approaches to develop their careers: think creatively, reach higher, and take control.



Founder and President of Bernard Associates, Stan Bernard, M.D., MBA, inspires others by combining a synergistic meld of purpose, teamwork, and intellectual capital to address industry challenges.

PERSONAL DATA

Born Jan. 23, 1960, in Nashville, Tenn.

EDUCATION

B.A. from the University of Pennsylvania, an MBA from The Wharton School of Business, and a M.D. from Baylor College of Medicine

CAREER HIGHLIGHTS

Founding Bernard Associates; serving as U.S. Product Manager for the launch of Bristol-Myers Squibb's blockbuster drug Pravachol; initiating and teaching two graduate courses at The Wharton School of Business, Pharmaceutical Management and Health Information Technology

ON HIS READING LIST

Blue Ocean Strategy by W. Chan Kim; Clients for Life by Andrew Sobel; and Strategic Market Management by Mark E. Parry