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TargetRx CEO Mike Luby Wins Philadelphia Business Journal's 40 Under 40 Award

TargetRx, a pharmaceutical sales and marketing effectiveness company, announced that the Philadelphia Business Journal has selected CEO, president and cofounder Mike Luby as a 40 Under 40 Award winner.

Luby was honored for his role in the development and leadership of TargetRx and for his commitment to the greater Philadelphia, Pennsylvania, business community.

Each year, the journal recognizes 40 individuals under the age of 40 who are proven performers in their respective industries and communities. These dynamic up and comers help shape the community in ways that make greater Philadelphia a better place to work and live.

"Mike Luby has established the vision for TargetRx and has charted the course for the company's success," said Richard Kollender, a partner at Quaker BioVentures and a board member of TargetRx.

Under Luby's leadership since inception in 1999, TargetRx has raised more than \$50 million in capital, creating more than 100 jobs in the region, and securing clients in the majority of the top 30 pharmaceutical companies worldwide. TargetRx recently received notice of allowance from the U.S. Patent and Trademark Office for the company's lead patent, A Method and System for Evaluating the Effectiveness of Marketing Strategies, relating to the company's unique approach to collecting and analyzing data for its core product offerings.

A former sales and marketing executive at Merck and a graduate of the Wharton School of Business, Luby is an active member of the Philadelphia community.

TargetRx is a pharmaceutical sales and marketing effectiveness company that provides guidance to pharmaceutical companies to help them effectively sell and market their products.