



The Delaware Valley's top young professionals

MIKE LUBY

Age: 37
Title: President and CEO
Company: TargetRx
Type of company: Pharmaceutical marketing information services
Birthplace: Akron, Ohio
City of residence: Bryn Mawr
Education: University of Pennsylvania Wharton School, MBA; Dartmouth College, BA in economics

LEADERSHIP

Achieving early success: More than anything else, my parents. They modeled honesty, hard work and compassion in their lives and demonstrated that doing the right thing, even when not easy, would serve me well in the long run.

Turning point/defining moment in your career: Without a doubt, leaving a comfortable job at Merck to start TargetRx.

Characteristics of a good leader: Leaders need to have vision and confidence, and they need to be honest and treat people fairly and with respect.

Motivating colleagues: By helping people to understand our vision and also to help them see that we have a path for achieving it. It is part of my job to get them excited about what we are doing.

Biggest professional accomplishment: The progress we have made so far in building TargetRx.

Biggest disappointment: My biggest disappointments have been with people who worked for me who did not work out. In some cases, I didn't manage well. In others, I didn't hire well.



CAREER

Reasons for choosing your field: I chose to work in the pharmaceutical industry initially because I got a job offer. I have stuck with it because I believe that the industry does a tremendous amount of good in the world.

Workplace philosophy: I am dead serious about being successful but at the same time don't take myself too seriously. I like to have fun along the way.

Business strategy: Our strategy is to bring a new level of power to pharmaceutical marketing and sales execution through innovative information solutions for our clients.

COMMUNITY

Community/civic involvement: I am an active member of St. Thomas of Villanova Catholic Church, where I serve as the secretary of the Parish Pastoral Council.

Role in the region: TargetRx has created more than 100 jobs in the region and we have worked to create exciting opportunities for recent college grads through our recruitment programs with universities.

LIFE LESSONS

How you ensure personal growth: I do a lot of networking and am always looking for advice and perspective as I find that this is a tremendous way to learn.

Best advice you've received: Be very patient and selective in choosing your spouse. It paid off for me as I found the right woman in my wife Maria.

Worst advice you've received: I had a former employee tell me that I looked at things as "too black and white" and that I needed to be comfortable lying more freely and more often.

Advice to the next generation: Be true to yourself. You can feel pressure from many different directions — don't get caught up trying to make other people happy because at the end of the day, it is your own judgment that is most important.

PERSONALITY INSIGHTS

Preferred type of music: A scattered mix — Nirvana, Snoop Dogg, Johnny Cash, Green Day, and Irish tenors.

Favorite movie: "The Verdict," "Cool Hand Luke," "Life is Beautiful," "Full Metal Jacket."

How you unwind: Spend time with my sons, Owen, Miles and Francis.

Must-watch TV show: "Cops."

Favorite motto: "The worst loneliness is not to be comfortable with yourself." — Mark Twain.

Car you drive: 2006 Audi A4 Convertible.