

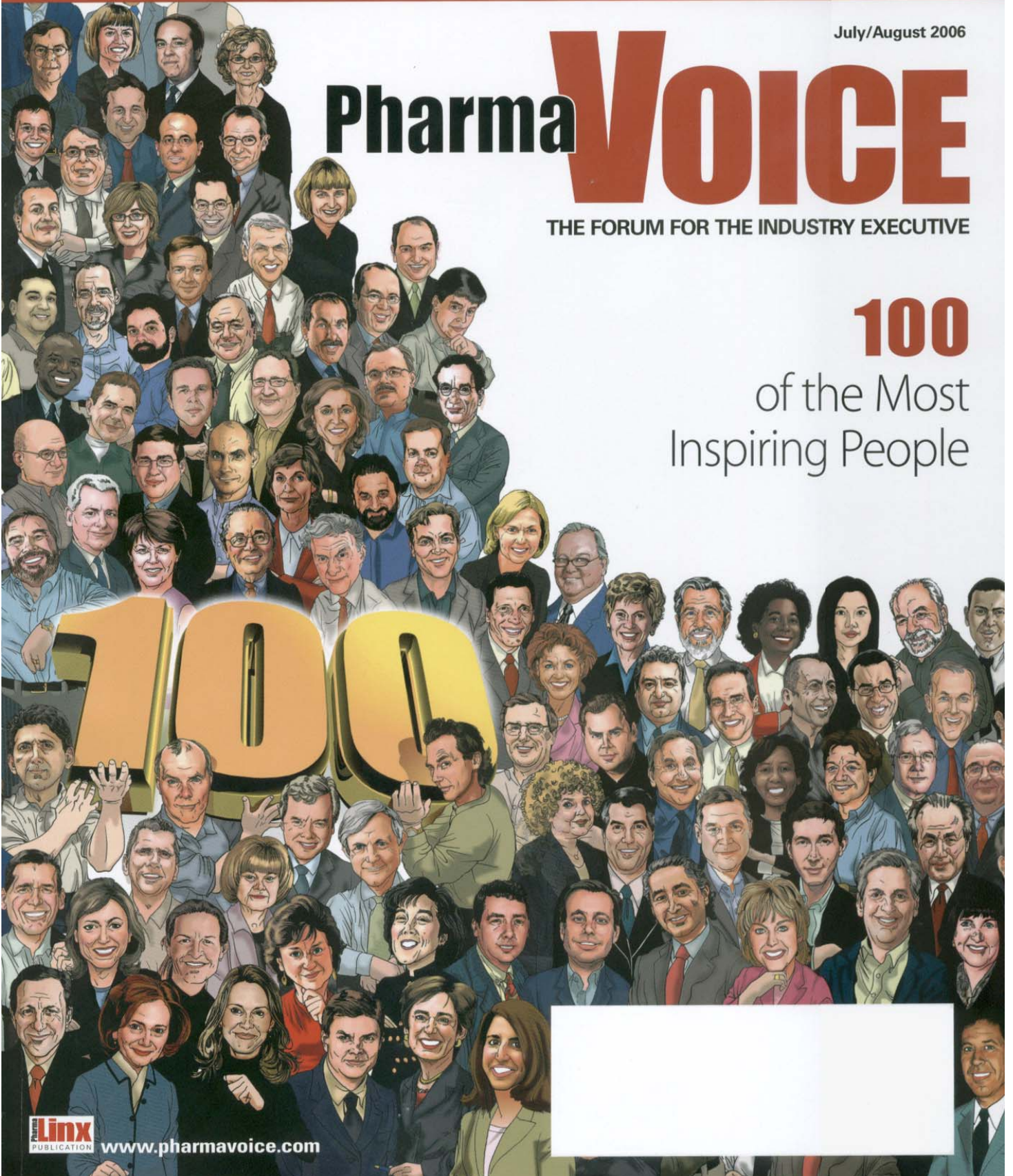
SPECIAL ISSUE

July/August 2006

Pharma VOICE

THE FORUM FOR THE INDUSTRY EXECUTIVE

100
of the Most
Inspiring People



Linx
PUBLICATION

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MIKE LUBY'S FIRST PROFESSIONAL JOB WAS CARRYING A SALES BAG AT

MERCK, for which he sold Vasotec, Prilosec, and Noroxin throughout New England. This position instilled in him an intense interest in the pharmaceutical industry and was the start of a productive and enjoyable 10-year career in sales and marketing with Merck. He left Merck at the end of 1999 to start TargetRx armed with the vision of helping pharmaceutical companies improve the effectiveness and efficiency of their sales and marketing programs.

In the six years under Mr. Luby's leadership, TargetRx was among the first marketing information companies to be able to predict salesforce performance and to quantify what drives physician prescribing. From this, pharmaceutical companies can gain a clear understanding of how to manage and improve their performance enabling them to make better-informed decisions about sales and marketing initiatives.

Named Growth Company of the Year in 2005 by the Eastern Technology Council, TargetRx, under Mr. Luby's steerage, now provides critical sales and marketing information to the majority of the top 30 pharmaceutical companies in the United States. The company has raised more than \$50 million in capital and employs a team of more than 100 people.

The company also has received notice of allowance from the U.S. Patent and Trademark Office on its lead patent, A Method and System for Evaluating the Effectiveness of Marketing Strategies, relating to TargetRx's approach to collecting and analyzing data for its core product offerings.

Apart from his work at TargetRx, Mr. Luby is an active member of his local community, participating in the Entrepreneur in Residence program at The Wharton School and serving as a guest lecturer at Saint Joseph's University Pharmaceutical Marketing Program.

Mr. Luby recognizes that it is impossible to will away generic erosion, to wave a magic

MIKE LUBY



On Target for Service Delivery

wand over a pipeline to create new drug applications (NDAs), or to change public perception overnight, but the execution of sales and marketing functions can be managed every day.

And because he believes that many sales and marketing industry practices are stuck in 1985, there is a huge opportunity to rethink several aspects of this model and, like virtually all other functions of the business, to make better use of management metrics to measure performance and make improvements.

Mike Luby, Founder, President, CEO of TargetRx Inc., is a bold entrepreneur, an industry thought-leader, and an active member of the local community.

PERSONAL DATA

Born June 30, 1968, in Akron, Ohio

EDUCATION

B.A. in economics from Dartmouth College and an MBA from the Wharton School of the University of Pennsylvania

FIRST PROFESSIONAL JOB

Carrying a sales bag for Merck

BIGGEST INDUSTRY CHALLENGES

Generic erosion, pipeline drought, improving sales and marketing effectiveness, and public-image problems