

## **FMI Supermarket Pharmacy Conference Speaker Biographies**

### **Joint GMDC/FMI Business Session/Lunch: Consumer Shopping Habits for Wellness and Environmentally Conscious Lifestyles**

#### **Laurie Demeritt, President and COO, The Hartman Group**

Laurie Demeritt is President and COO of The Hartman Group, a leading consulting and market research firm. The Hartman Group specializes in the analysis and interpretation of consumer lifestyles and how these lifestyles affect the purchase and use of health and wellness products and services. As President, Laurie is responsible for the quantitative and qualitative market research and client services departments, and is the team lead on all consulting projects, including brand development strategies, retail services, and new product market analysis.

Laurie's background includes a B.A. from Cornell University and an MBA from University of Washington.

### **FMI General Session: Focus on the Consumer: Using Pharmacy and Food to Manage Disease States in a Changing Marketplace**

#### **Sharon Glass, Group Vice President, Health & Wellness Marketing, Catalina Marketing Corporation**

Sharon Glass leads the health and wellness business for Catalina Marketing, the global leader in behavior-based marketing solutions. Sharon advocates personalized communication programs that help shoppers make healthier food choices, manage chronic health concerns and lower their risk of adverse conditions. Working collaboratively with CPG marketers, retailers and health associations, Sharon creates marketing campaigns that motivate shoppers to make positive choices in nutrition, disease management and self-care.

Sharon directs the development of Catalina Marketing's proprietary analytic techniques in the health and wellness industry. Powerful shopper segmentation models enable clients to place compelling communications directly into the hands of shoppers based on unique purchase profiles.

Sharon's expertise in shopper marketing, analytics and retail operations reflects twenty years of CPG industry experience. She has held positions in marketing, category development and business strategy at leading CPG companies in the healthcare sector. She has spoken at several industry conferences as an expert on loyalty marketing and shopper segmentation. A graduate of Farleigh Dickinson University, Sharon currently resides in New Jersey.

### **FMI Panel Discussion: Positioning Pharmacists as the Supermarket Whole Health Specialist**

#### **Don Clark, Vice President of Pharmacy Operations, K-VA-T Food Stores, Inc.**

Don Clark is Vice President of Pharmacy Operations for K-VA-T Food Stores, Inc. He has responsibility for the operations of 76 supermarket pharmacies located in Kentucky, Virginia, and Tennessee. Don has over 30 years of experience in supermarket pharmacy. He is a member of the FMI Pharmacy Affairs Council and the FMI Pharmacy Services Committee.

Don is a 1982 graduate of the University of Cincinnati College of Pharmacy. He serves as a Clinical Assistant Professor of Pharmacy at Virginia Commonwealth University's Medical College of Virginia, and is a guest lecturer at the Appalachia College of Pharmacy and East Tennessee State University - Gatton College of Pharmacy.

**Dave Jones, Vice President, Industry Initiatives, Kellogg USA**

Dave Jones is currently Vice President, Industry Initiatives for Kellogg USA. He joined the Kellogg Company in 1986 as a sales rep in Tulsa, OK. He held a number of field assignments in locations including Springfield, MO, Grand Rapids, MI and Bedford, NH. In 1994, Dave was promoted to Director of Contracted Sales in Battle Creek, MI. In 1997, he was named Director Team Sales for the Northeast Region, headquartered in Princeton, NJ. Dave was named Director of Retail Sales in 2000 in Dallas, TX, and in 2004, was appointed to Director Business Development & Sales Operations in Battle Creek, MI. As Vice President, Industry Initiatives, Dave is currently responsible for Industry Relations, Training & Development, Trade Advertising, Sales Operations and Contracted Sales for Kellogg North America.

Dave currently serves on the California Grocers Board of Directors, Western Michigan University's Food Marketing Board and the GMDC Health, Beauty, Wellness Board. He is the former Chair of the FMI Membership Committee in association with the FMI Associate Member Advisory Council. He is the Chair of the FMI Meetings and Convention Committee. He is a member of the GMA Industry Development Advisory Committee.

Dave received a Bachelor's of Business Administration in Marketing from The University of Oklahoma in Norman, OK. He received his Masters of Business Administration from The University of Dallas in Dallas, TX. Dave and his wife Mari have two grown sons and reside in Kalamazoo, MI.

**Dave Nazaruk, Senior Vice President, Retail Business Development, StayWell Custom Communications, a division of StayWell/MediMedia USA**

Dave Nazaruk is Senior Vice President, Retail Business Development for StayWell Custom Communications, a division of StayWell/MediMedia USA, the world's leading provider of patient education and consumer health information. Dave's professional background includes experience in a variety of senior sales, marketing, and business development roles at leading healthcare publishing and technology companies over a 20-year period. The last five years of his service have been focused entirely on the retail sector, developing consumer health marketing and communications programs for a number of leading retailers – among them Kroger, Safeway, Rite Aid, and Target – and wholesalers, including McKesson and AmerisourceBergen.

Dave recently completed work on the white paper, **Retailing's Critical Role in Revolutionizing Health Care and Revitalizing the Economy**, a blueprint for improving consumer health and wellness, transforming the health care industry, and energizing the U.S. economy through retail, which was recently released by Progressive Grocer. The white paper can be downloaded at [www.progressivegrocer.com/progressivegrocer/research-analysis/stay-well.jsp](http://www.progressivegrocer.com/progressivegrocer/research-analysis/stay-well.jsp) or [www.staywellcustom.com/retail-pharma](http://www.staywellcustom.com/retail-pharma).

StayWell Custom Communications recently launched the StayWell Retail Health Platform, which combines a fully customizable private label health portal with powerful, permission-based e-marketing capabilities that enable retailers to register and then continuously deliver personalized health content coupled with contextually relevant product ads and offers to their health information-seeking consumers in a variety of formats.

**Jay Parsons, President, Catalina Health Resource, Catalina Marketing Corporation**

Jay Parsons is President of Catalina Health Resource, the world's largest health media network™--reaching more than 125 million patients in 17,000 pharmacies delivering over 1.4 billion patient messages each year. Jay is responsible for the day-to-day management of the business and its key strategic growth components. Most importantly, he ensures the company's efforts are dedicated to helping patients make better, more informed health and wellness decisions.

Jay's 22 years of CPG and healthcare industry experience have been instrumental in leading the development of comprehensive, direct-to-patient educational campaigns. These campaigns are designed to address an individual's overall wellness needs, drive center store and pharmacy trip frequency, therapeutic compliance, appropriate OTC supplemental therapy, and good nutritional choice delivering improved health for patients.

Additional areas of expertise include: sophisticated CRM designs, broad disease and therapeutic category education, and innovative compliance and persistence programs. Customized, patient-centric health and wellness initiatives are powered by complex analytics to create an all-inclusive, therapeutic management approach. Jay believes patients need support to successfully deal with a myriad of health and wellness issues --supported and educated patients are empowered patients. Engaging the right patient with the right communication at the right time delivers positive results for the patient, manufacturers and retailers.

A graduate of the University of Massachusetts, Jay currently resides with his wife in Tampa, Florida.

**Cathy Polley, RPh, Vice President, Pharmacy Services, Food Marketing Institute**

Cathy Polley has over 25 years of pharmacy experience. She spearheads FMI's pharmacy services program launched to strengthen industry advocacy on federal pharmacy policy and provide members with a clinical perspective in identifying and developing policy. Additionally, Cathy leads the association's health and wellness initiatives recognizing the unique assets of a grocery store - food, pharmacy and knowledgeable nutrition experts - and the supermarket's important role in our customers' ability to lead healthy lives.

Prior to joining the Food Marketing Institute, Cathy was Chief Policy Officer and Senior Vice President of Government and Professional Affairs at the American Pharmacists Association. Cathy has also served as Vice President of State Government Affairs for the National Association of Chain Drug Stores (NACDS) where she was responsible for leading the development and implementation of the association's state legislative, regulatory and political agenda.

Before joining NACDS, Cathy spent over 19 years with Kmart Corporation in numerous positions within the pharmacy division. Cathy began her Kmart career as a graduate intern and upon licensure, was a community pharmacist for eight years. She was then promoted to various positions including Pharmacy District Manager, Director of Pharmacy Operations, Director Pharmacy Health Services and Third Party and finally Director, Government and Trade Relations where she represented more than 1,500 Kmart Pharmacy locations on state and federal pharmacy and health care issues.

Cathy is a former member of the Michigan Board of Pharmacy. She earned her pharmacy degree from the University of Michigan.

### **Cecil Russell, Vice President of Strategic Development, Save Mart Supermarkets**

Cecil Russell is Vice President of Strategic Development for Save Mart Supermarkets. Save Mart is a 57-year-old, family-owned company operating 244 stores in Northern California and Northern Nevada. Cecil joined the company in 1987 as the Director of General Merchandise and in 1990 advanced to Director of Merchandising. In 1993 he became the Vice President of Merchandising and Marketing. In 2009 Cecil became the Vice President of Strategic Development. In this new capacity, Cecil has dual roles. He leads the strategic development team as well as the merchandising services (store layout/space management, private label management and pricing) functions. He also works closely with several other vice presidents to teach, train and impart his extensive knowledge, expertise and passion in the pharmacy, warehousing, events and charities areas.

Cecil's career in the industry began while in high school when he worked for Pete's Market in Manteca. When Cecil began his studies at Modesto Junior College in science and business, he also started working for Payless Drugs in Stockton. This move to Payless started his career and led to numerous promotions with the company, from Store Manager to Corporate Merchandise Manager.

Cecil has a passion for education and is an active board member for Stanislaus Partners in Education, Valley Business High School, and Sylvan Schools Educational Board. Additionally, he holds board positions with Stanislaus County United Way and City of Hope. Cecil is a past Chairman of the Modesto Chamber of Commerce and past Board Member of the Northern California Grocers Association.

### **FMI Workshop: The Supermarket Pharmacy of the Future**

#### **Christopher Thomsen, Vice President Business Development, KirbyLester LLC and President, The Thomsen Group, Inc.**

Christopher Thomsen, considered one of the world's foremost authorities on healthcare-related automation and technology, is the founder and president of The ThomsenGroup Inc. He provides expertise and consulting services for public, government and private sector healthcare and pharmacy operations and has written and published numerous books and papers regarding comprehensive reviews and assessments of hospital, long term care, outpatient, retail and mail order pharmacy. Christopher provides more than 25 years of executive-level experience, with established Fortune 500 companies like AmerisourceBergen, Cardinal Health, the Cerner Corporation and the Cleveland Clinic, as well as Buehler's Markets, Funk Pharmacy, Kirby Lester and the Rubidoux Clinic, and provides a depth of knowledge and expertise that ranges from market and product analysis, mergers and acquisitions, business, product and organizational development and sales and marketing strategies.

Prior to forming The ThomsenGroup Inc. in 2002, Christopher helped co-found ScriptPro USA Inc. in 1994. While at ScriptPro he established an international market presence, negotiated installations in the US, Canada, China and the United Kingdom, secured one of the largest technology contracts on record with a top US Chain Pharmacy and formed the sales and marketing departments within the organization. Christopher was a member of the National Association of Boards of Pharmacy (NABP) Task Force on Automation and a co-author of the NABP Model State Pharmacy Act and Model Rules in 1997, and testified before the Oregon State Congress in 1998 to push forward the Oregon State Board of Pharmacy Law requiring descriptive drug information on every prescription label.

He also testified before the FDA in 2000 regarding the medical and pharmaceutical Bar Code Regulations and Requirements. He was issued two (2) US Patents for the development of an automated workflow system in 2000.

Christopher has written several books on pharmacy automation and technology, has authored more than two dozen papers and is a keynote speaker for major pharmacy associations around the globe. He also serves on the Industry Advisory Board for the University of Oklahoma, the Editorial Board for Retail Pharmacy Management, as an advisor and editorial staff member for Hospital Pharmacy Europe and for Business Briefings North American Pharmacotherapy.

Christopher is a co-founder and owner of MedAccuracy LLC, a provider of medication error detection systems for hospitals and skilled-nursing centers and a co-founder and owner of ACM Medical Technologies Inc., an international company that develops and markets patented innovative medical technologies for hospitals and long-term care operations.

Christopher received a Bachelor of Arts in Chemistry and a Bachelor of Science in Biology from St. Martin's University in Olympia, Washington, is a Black Belt in Karate Do and Ji Do Kwan Tae Kwon Do and enjoys mountain climbing, triathlons, skiing and cooking.

### **FMI Workshop: Privacy and Electronic Health Records: The Changing Landscape of Personal Health Records and Protected Health Information**

#### **Rusty Keith, Senior Director, Alliances, Surescripts**

Russell (Rusty) Keith is Senior Director, Alliances at Surescripts, where he works with community pharmacy organizations and healthcare industry solution providers to create a secure and equitable national network for electronic prescribing and the interchange of pharmacy-related healthcare data. Rusty is also a Standardization Co-Chair of NCPDP, which is the Standards Development Organization responsible for the federally recognized SCRIPT e-Prescribing & Medication History and the Formulary & Benefit transaction standards implemented across the nation today.

Rusty acquired his Bachelor of Science degree in Computer Science from the University of Georgia in 1984 and has focused his career on the application of technology in the pharmacy and retail industries in positions with Surescripts, Ateb, and IBM.

### **Joint GMDC/FMI Business Session/Lunch: 2009 Supermarket Pharmacy Trends: Pharmacy's Role in the Supermarket**

#### **John Carlo, Vice President of Pharmacy, Wegmans Food Markets**

John Carlo has 30 years of pharmacy experience. He is currently the Vice President of Pharmacy for Wegmans Food Markets, with main responsibilities of growing the business and integrating healthcare into the company's stores. Prior to becoming Vice President, John had various responsibilities including training, recruiting, managed care, operations, technologies, and category management.

John is a member of the New York State Board of Pharmacy and is currently the Chairman of the Board. Before joining Wegmans 20 years ago, John was a partner in a large community pharmacy in the Buffalo, NY area.

John earned his Pharmacy degree from Northeastern University in Boston, MA in 1979.

## **FMI Workshop: Legislative and Regulatory Issues and Their Implications for Pharmacy**

### **Laura Raney, Manager of Pharmacy Regulatory Compliance and Government Relations, The Kroger Co.**

As Manager of Pharmacy Regulatory Compliance and Government Relations for the Kroger Family of Pharmacies, Laura is responsible for overseeing regulatory compliance and coordinating Government Relations activities. She also serves as the HIPAA Privacy Officer.

Laura began her career at Kroger as a graduate intern and upon licensure, worked as a retail pharmacist for five years. Since then, she has been promoted to various positions including Pharmacy Field Specialist, Assistant Pharmacy Merchandiser, PBM Senior Account Manager, and Manager of Government Relations and Clinical Sales before assuming her current role.

Laura holds a bachelor's degree in zoology from the University of Tennessee and a PharmD degree from Mercer University, College of Pharmacy and Health Sciences.

## **FMI Workshop: Pharmacy Joins the Green Revolution**

### **Bob Garrity, Vice President of Environmental Sustainability, Giant Eagle, Inc.**

As Vice President of Environmental Sustainability for Giant Eagle, Bob is responsible for leading Giant Eagle's sustainability efforts. In addition, he has been instrumental in the establishment of the Food Marketing Institute's Sustainability Task Force as the chairperson for the initial term.

Bob began his career in information technology (IT) with Mellon Bank in 1972. Prior to beginning at Giant Eagle, Bob continued his professional career in IT with Pennsylvania Blue Shield from 1976 to 1977; Director of Management Consulting Services for Price Waterhouse from 1977 to 1994, including multi-year tours in Jakarta, Indonesia; Puerto Rico; Toledo, Ohio; and Pittsburgh, Pennsylvania; and Senior Vice President of Operations for Action Industries from 1994 to 1996. Prior to his current position at Giant Eagle, Bob held numerous officer titles leading the Departments of Information Services, Human Resources, Prepared Foods and Store Planning/Construction.

A graduate of Indiana University of Pennsylvania with a degree in Business Systems Analysis, Bob currently resides in Pittsburgh with his wife; he has two children and three grandchildren.

## **FMI General Session: Pharmaceutical Trends, Issues and Outlook**

### **Doug Long, Vice President of Industry Relations, IMS HEALTH**

Doug Long is Vice President of Industry Relations at IMS HEALTH, the world's largest pharmaceutical information company. IMS HEALTH offers services to the pharmaceutical industry in over 101 countries around the globe.

Doug has been with IMS HEALTH since 1989. His fundamental task is to help secure data for all existing and new databases supported by IMS HEALTH, manage supplier, manufacturer and association relationships, and develop information for data partners. As a direct consequence of his involvement in these areas, Doug has considerable experience with, and a unique perspective on, the changing U.S. and global healthcare marketplace and pharmaceutical distribution.

Doug is a frequent Industry speaker for the following groups: Health Distribution Management Association, National Association of Chain Drug Stores, Food Marketing Institute, National Council of Prescription Drug Programs, Pharmaceutical Care Management Association, National Community Pharmacist Association, International Federation of Pharmaceutical Wholesalers, Generic Pharmaceutical Association, BIO, AMCP, PhRMA, HIGPA and many others.

Doug was honored with the 2004 HDMA NEXUS Award for lifetime achievement and received IMS's prestigious Summit Award in 2003. Prior to joining IMS HEALTH, Doug was at Nielsen Market Research for sixteen years in various sales and marketing capacities. A native of Illinois, Doug received a BA degree from DePauw University in Greencastle, Indiana, and an MBA in Management from Fairleigh Dickinson University in New Jersey.