

MYRTLE POTTER

Myrtle Potter, President and CEO, Myrtle Potter and Company, LLC and Myrtle Potter Media, Inc.

Recognized as one of America's foremost health care leaders, Myrtle Potter founded Myrtle Potter & Company in 2005 and currently serves as CEO and President. Myrtle Potter & Company, LLC is a life sciences and health care consulting firm. The firm's clients include global public and private life science corporations and boards of directors. The overarching aim of the firm is to provide unique strategic insight and operating expertise. We bring novel approaches to complex business challenges and pride ourselves in helping our clients achieve improved operating results in today's complex, competitive business environments.

Myrtle also founded Myrtle Potter Media, Inc. in 2009. Myrtle Potter Media, Inc. is a consumer health care company that provides tools, resources and know-how to empower U.S. health care decision makers with the knowledge, confidence and clarity needed to take control of and direct their family's use of the U.S. health care system.

Myrtle has dedicated three decades of service and leadership to America's most successful global life science companies. She has leveraged her vast experience with large pharmaceutical manufacturers, biotechnology companies, personalized medicine, health care reform and global health strategies for neglected diseases to better serve the needs of health care companies, consumers and patients worldwide.

Myrtle was President and Chief Operating Officer of Genentech, Inc., where from 2000 to 2005, she helped steer the Company through one of the most successful periods in its history. Genentech achieved record sales and earnings growth during each of the five years she led the company. Under her leadership the company launched seven breakthrough molecules including the blockbuster cancer drug Avastin™, the first antiangiogenesis product and one of the most successful products introduced for the treatment of cancer. She also directed the launch of the blockbuster drug Xolair™, the first monoclonal antibody introduced for the treatment of asthma. The total sales of Genentech grew more than three-fold during her tenure.

Prior, Myrtle was president of Bristol-Myers Squibb's \$4 billion, 3500 person U.S. Cardiovascular/Metabolics business. While under her leadership this business was the largest, fastest growing and most profitable of all of the BMS divisions. While at Bristol-Myers Squibb she led the launch of four products including the blockbuster antiplatelet drug Plavix™, making it the fastest growing product in the pharmaceutical industry at the time and ultimately the largest selling pharmaceutical product in the world. Prior to this role she served as group executive vice president of Worldwide Pharmaceuticals where she was charged with leading a team in the redesign of BMS research and development, thereby reducing R&D cycle time by 40%.

Before working for Bristol-Myers Squibb, Myrtle worked at Merck and Co Inc. for more than fourteen years. During her tenure at Merck, she established the new pharmaceutical company, Astra/Merck, Inc. that later merged with Zeneca to form the company now known as AstraZeneca. Following that assignment, she directed the marketing of the blockbuster antiulcer drug Prilosec™ and set it on course to become the largest selling pharmaceutical product in the world. Her last position at Merck was as vice president of an \$800 million U.S. pharmaceutical business unit.

Myrtle is currently a member of the board of directors of Medco Health Solutions Inc. where she serves on the policy and compensation committees. She is also on the Dean Advisory Board of the Stanford Business School. In 2003 she was appointed by the Governor of California to serve on the five-member Citizen's Financial Accountability Oversight Committee of the California Institute for Regenerative Medicine which focuses exclusively on stem cell research. Myrtle is also a former board member of Amazon.com where she served for five years.

Myrtle is a sought after speaker and frequently speaks to business, pharmaceutical and consumer groups on health care and life science topics. She is also on-air business contributor to the NBC television network including CNBC, MSNBC and NBC.

Myrtle's business and healthcare leadership has been hailed by America's most influential business publications, including BusinessWeek, the Wall Street Journal, FORTUNE Magazine, TIME Magazine, Forbes, Black Enterprise Magazine and The Harvard Business Review. Myrtle has also been referenced in more than 20 businesses and leadership books including, *The 100-Mile Walk – A Quest to Find the Essence of Leadership* by Sander and Jonathan Flaum (2006); *The One Thing* by Marcus Buckingham (2005) and *The Cycle of Leadership* by Noel Tichy (2004).

Myrtle is a graduate of the University of Chicago.