

VINCE PARRY

FULL THROTTLE

LIFE AND WORK PROVIDE AN ENDLESS FASCINATION FOR VINCE PARRY.

Whatever he's involved with, whether it's branding, art and music, basketball, or wine, he wants to know everything about the subject. There's nothing half-hearted about Mr. Parry, who takes on whatever he does with a total commitment to the fundamentals of the task.

It's an attitude that has been infused in his work throughout his career.

As president of Y Brand and chief branding officer of inVentiv Communications, Mr. Parry uses his ability to thoroughly process the complexity of a given situation to the benefit of not only his company but his clients' as well. Then, through an economy of words, he is able to deliver a singular idea with clarity in a way that is always noncomplex but never to be mistaken as simplistic.

Sometimes the advice comes in the form of sage, professorial experience and sometimes in the form of dry, understated humor. Either way, his creative logic and his logical creativity never fail to advance the cause of those for whom he advocates.

This rings loud and clear in his efforts to move healthcare clients toward employing the best branding practices of great consumer brands — a strategy that employs a media-neutral approach. Changing the way that healthcare clients buy branding — from “I need a logo” to “how can I create a brand where customers see a welcome reflection of themselves?” — can be an uphill battle.

In the United States, the branding challenges are further exacerbated by healthcare reform, which makes it harder for marketers to differentiate their products and thrive as the government exerts its growing authority on the buying process.

In emerging and unregulated healthcare markets such as China, Korea, and India, Mr. Parry searches for ways to help clients capitalize on the desire for branded generics and biosimilars.

To his surprise, Mr. Parry found that there is currently nothing written about the fundamentals of healthcare branding, and so he is



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taking on the task. And there are few better qualified to fulfill this role than he is.

One thing Mr. Parry's book will not be is glib or superficial. In fact, superficiality is Mr. Parry's bete noire. He laments the technological imperative of digital devices, the 24-hour news cycle barrage, and the explosion of new media, such as social networks and blogging, that have people talking a lot more, but saying and thinking a lot less. Being able to communicate everything everywhere rarely translates into boosting the collective intelligence, he says. Rather, what is needed is careful, cogent stories to avoid the malnourishment of fast food for thought.

Equal to his commitment to work is his dedication to giving back. Back when he was in high school, Mr. Parry participated in the first Earth Day, which is when he became hooked on saving the planet, and he continues to be involved with the Natural Resources Defense Council. He also believes strongly in President Johnson's idea of The Great Society and devotes time to Habitat for Humanity International. And, having lost a brother-in-law to Hodgkin's disease, he is also involved with the National Children's Cancer Society.

Mr. Parry embraces his life philosophy: live healthy, work at something where you learn every day, and the opportunities for wonder and fulfillment will find you. ♦

Curious. Committed.

NAME: Vince Parry

CURRENT POSITION: President, Y Brand; Chief Branding Officer, inVentiv Communications

EDUCATION: M.A., literature and writing, Indiana University; B.A., SUNY Stony Brook

DATE AND PLACE OF BIRTH: October 1955, Brooklyn, N.Y.

FIRST JOB: Proofreading rubber stamps

FIRST INDUSTRY-RELATED JOB: Medical book editor for what is now Quadrant HealthCom

DREAM JOB: Professor

PROFESSIONAL MENTOR: Blane Walter

PROFESSIONAL ASSOCIATION: Founding member of Doctor's Choice Awards

CONNECTED VIA: Facebook and LinkedIn

WORDS TO LIVE BY: What would you attempt to do if you knew you could not fail?

DID YOU KNOW?

Vince Parry was a former rock star; between 1979 and 1982, he made his living playing in an original new wave rock band that shared the stage with The Ramones, The Pretenders, The Go-Go's, The Millionaires (Madonna's first band), and Duran Duran, to name a few.

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VINCE PARRY • THINK BIG

What would you attempt to do if you knew you could not fail? It is of little surprise to anyone who knows Vince Parry to discover that

this quote is engraved on a paperweight on his desk at work.

Mr. Parry began his career in advertising as a writer and quickly ascended into the roles of both leader and strategist. Now he is president of Y Brand and chief branding officer at inVentiv Communications.

As a strategist, one needs to be a jack-of-all-trades as well as a master of each one, or as Mr. Parry himself puts it, mutant, hybrid, or an X-Man. He uses these descriptors interchangeably, probably dictated by how well or poorly his work day happens to go. This not only succinctly profiles what he does but who he is. In a world that can often be chaotic, confusing, or misleading, Mr. Parry is a man who brings focus, order, and, ultimately, a shared confidence to all of his personal and business affairs.

He learned his craft from some of the best in the business. He says the defining moment

Getting Personal with **VINCE PARRY**

FAMILY: Wife Carolyn; Twin Daughters, Erika and Lauren, 18; Brother

READING LIST: The Imperfectionists by Tom Rachman; Point Omega by Don DeLillo; The Pregnant Widow by Martin Amis; How Doctors Think by Dr. Jerome Groopman; Perceptions of Health and Illness by Keith Petrie; Rock, Paper, Scissors: Game Theory in Everyday Life by Len Fisher

GIVING BACK: Natural Resources Defense Council; Habitat for Humanity International; National Children's Cancer Society

BUCKET LIST: Publish a book or three; travel to Asia; teach a graduate course in healthcare branding

INSPIRATION: Writers, artists, musicians

TOP IPOD DOWNLOADS: Pearl Jam, Beck, The Killers; old catalogs from the singer-songwriter boom in the 1970s, especially James Taylor and Carole King

SCREENSAVER: River stones

MOST UNUSUAL PLACE VISITED: Stockholm, Sweden, in February (dark days and the frozen Baltic Sea locking in large ships is surreal)

LIFE LESSONS: Keep it simple; obey the rule of three: no process or communication should have more than three elements to it

UNDER THE CLOAK OF INVISIBILITY: Visit the White House

in his career came when he was promoted to executive VP, chief creative officer, at Sudler & Hennessey in the mid-1990s. It was an honor, he says, to sit in the same chair as Herb Lubalin, John Lally, and Mike Lyons — legendary creative superstars. His experience at S&H gave him a chance to work with some of the greatest brands in healthcare: Lipitor, Rocephin, Advil, Dove, Colgate, and so on.

When he joined inChord (now inVentiv),

he found real mentorship in the company's CEO Blane Walter, who taught him how to think bigger than he ever had, how to embrace brilliant mistakes and learn from them, and how to truly work interdependently.

Mr. Parry has invested those insights into Y Brand, inVentiv's healthcare branding company, which he founded and leads. Founding the company's New York operations was another true high point for Mr. Parry. ♦

NICK HALKITIS • WIRED UP FOR RECRUITMENT



Some might consider not having a tertiary education a deterrent to progression. That's decidedly not the case with Nick Halkitis. Not finishing his degree prompted Mr. Halkitis to embark on a lifelong journey of learning and experience. In

fact, he does wonder whether he would have been so determined to continuously seek out new learning opportunities and experiences had he received a degree.

Born and raised in Australia, he has more than 15 years of experience working in Europe, and he is fluent in Greek — the language of medicine. Mr. Halkitis is fearless in his desire to learn, grow in wisdom, tackle challenges, and promote self-learning.

This fearlessness has been a huge boon to MediciGlobal, as his initiatives have helped to deliver innovative solutions for patient recruitment in his role as global director of e-marketing.

An early adopter of new gadgets and technologies, Mr. Halkitis embraces all forms of social media, using the integration of all such networks as part of his role in e-marketing for

patient recruitment and creating clinical trial awareness among consumers. In addition, he tracks the growth of social networks and their country prominence for patient recruitment. In addition to the widely recognized sites such as Facebook, Twitter, Plaxo, and LinkedIn, he is currently tracking other social networking sites such as VKontakte, Odnoklassniki, hi5, Bebo, renren, and others around the world.

His awareness and insights into the opportunities presented by technologies precedes his work at MediciGlobal. Mr. Halkitis launched a comprehensive website to promote the Island of Symi while he was working in Greece. He says recruiting tourists has some of the same features as recruiting patients: know your audience, understand what motivates them, and learn how to distinguish yourself and your message in a highly competitive field. As an entrepreneur who has worked in Australia, Greece, the United States, and the United Kingdom, Mr. Halkitis has an appreciation for very different cultures and their approaches to business, and the use of technology.

Today, he is involved in extreme charity events, such as jumping out of airplanes for Alzheimer's, which he did this summer, and he hopes to participate later this year in the MS

150, a bike ride that benefits the National Multiple Sclerosis Society. These events are an extension of his interest in helping others as well as combining his natural sense of adventure, which he further taps into by riding his motorcycle. ♦

Getting Personal with

NICK HALKITIS

FAMILY: Adopted sons, Austin and Morgan; three sisters; parents, retired hoteliers in Symi Island, Greece

HOBBIES: Early adopter of gadgets and technologies, riding his motorcycle

READING LIST: A Guide to Good Business Communication by Michael Bennie; What's in a Street Name? by Antony Badsey-Ellis

GIVING BACK: Co-founder, Peace Day, a reunification between Datca, Turkey, and Symi Island, Greece; extreme charity events, including skydiving for Alzheimer's and the MS 150

BUCKET LIST: Complete the reconstruction of a house in Symi Island, Greece

INSPIRATION: Ted Website/ The Why Guy; Anthony Robbins

TOP IPOD DOWNLOADS: BBC podcasts of world affairs documentaries and music by Hotel Costes

MOST UNUSUAL PLACE VISITED: The journey, by bus, from Athens, Greece, to Istanbul, Turkey

UNDER THE CLOAK OF INVISIBILITY: Travel on the space shuttle