

# The Risk Takers

Embodying the true spirit of entrepreneurialism, these individuals identified an unmet need in the industry and have successfully built companies to fulfill their visions.

## Terrence Tormey

**OVER THE COURSE OF HIS 30-YEAR CAREER, TERRENCE O. TORMEY HAS SEEN THE PHARMACEUTICAL INDUSTRY FROM ALL SIDES** and has been a driving force for just as long.

On the client side, where he spent nearly 20 years, Mr. Tormey held virtually every sales, sales training, and sales management position — up to, and including, VP of sales. He began his career with Johnson & Johnson's Ortho Pharmaceuticals division and later joined American Home Products, where he was a member of the professional sales team that launched Advil in the United States.

After a successful career in pharma, Mr. Tormey ventured out with the goal of creating change in an area he felt lacked quality services. Mr. Tormey did just that as co-owner and president of The Medical Phone Company, a healthcare telesales company. He also served as the president of a contract sales organization, Nelson Professional Sales, as well as the president of an outsourcing consultancy, The Tormey Consulting Group. He also launched a healthcare-focused film and video production company, ASAP Productions.

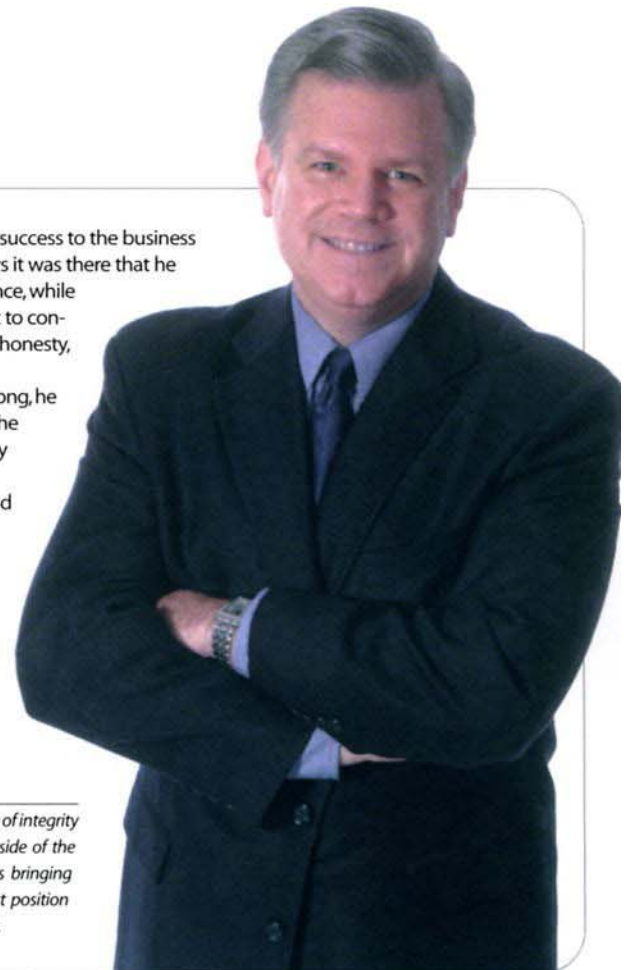
His latest role is president of BrandParents LLC. The company provides total product management services — product directors, product managers, and promotion managers — for brands that are not getting the attention needed to achieve full market potential.

Regardless of which side of the table he's sitting on, Mr.

Tormey credits much of his success to the business ethics instilled at J&J. He says it was there that he learned to demand excellence, while maintaining a commitment to conduct business with respect, honesty, and integrity.

Never one to sit still for long, he recently was appointed to the board of directors of Quigley Corp. and Pharmaceutical Health Management Co., and he is a strategic advisor to Granite Pharmaceuticals. In addition, he assists the board of the Foundation for Ichthyosis & Related Skin Types Inc., a nonprofit organization supporting medical research in a variety of skin disorders.

*Terrence O. Tormey is the epitome of integrity and optimism, no matter what side of the business he is working on. He is bringing those same qualities to his latest position as President of BrandParents LLC.*



A Driving Force

