



## **Nextrials Co-Founder Lecia Shaffer Named to PharmaVOICE 100**

*Company's vice president recognized as one of life sciences' most inspiring people for her influence as an industry leader*

**San Ramon, CA – July 14, 2009** – Nextrials, Inc. ([www.nextrials.com](http://www.nextrials.com)), a leader in clinical research software and services, today announced company co-founder and vice president of operations and clinical services, Lecia Shaffer, has been named to the 2009 PharmaVOICE 100 list. Shaffer was recognized by PharmaVOICE readers as one of the 100 most inspiring people in the life sciences industry for her influence as a leader in research and clinical trial data management.

The PharmaVOICE 100 annually showcases the people who are providing inspiration, motivation and positive influence in corporate leadership, research and development, technology, creativity, marketing and business strategies within the life sciences industry.

“The members of the 2009 PharmaVOICE 100 have the notable ability to view industry trends as challenges, not burdens,” said Taren Grom, editor and co-founder of PharmaVOICE. “These are individuals who think outside the box and who inspire their colleagues through their unique leadership qualities.”

Shaffer has 25 years of clinical research and project management experience within the life sciences industry. Her career highlights include serving in the role of program manager for the Herceptin™ project team at Genentech, Inc., resulting in the approval of this important biologic for breast cancer. She also managed numerous studies for Syntex, Inc. and Clinimetrics Research Associates. In 1999, she became one of the founding members of Nextrials, Inc., where she is now responsible for its day-to-day operations, including project resourcing, database development and project management. She is an active member of the Drug Information Association and is a graduate of Stanford University.

Shaffer is the fourth executive team member from Nextrials to be selected for the PharmaVOICE 100 since the list's inception in 2004.

### **About the PharmaVOICE 100**

PharmaVOICE asked its diverse readership to nominate the individuals who have inspired and motivated them. Readers were asked to select individuals who view industry trends as challenges, not burdens, as opportunities not obstacles, who embody panache and conviction, and who plan for the future rather than respond to change.

The 2009 PharmaVOICE 100 were selected based on a number of criteria, particularly the nominator's description of why an individual inspired or motivated them or affected positive change, in addition to the number of submissions received.

### **About Nextrials**

Founded by pharmaceutical researchers in 1999, Nextrials offers today's most novel products and services for speeding the delivery of life-saving drugs and medical devices to market. Prism<sup>®</sup>, its award-winning Electronic Data Capture (EDC) solution, has been used at over 1,200 research sites to streamline the initiation and management of clinical trials. The company is headquartered in the San Francisco Bay area. For more information, visit [www.nextrials.com](http://www.nextrials.com) or call 925-355-3000. A podcast by co-founder and CEO James Rogers on the incorporation of electronic health records into the clinical trial process is also available at <http://pharmavoices.com/podcasts>.

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