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- [Board Of Directors](#)
- [Investors](#)
- [Careers](#)
- [Press Room](#)

TargetRx CEO Michael Luby to Drive Industry Dialogue on Bridging the Gap Between Sales & Marketing at Pharmaceutical Marketing Congress

Luby to Serve as Chair of Salesforce Effectiveness Conference Track; Provide Practical Techniques for Sales & Marketing Effectiveness

Horsham, PA - September 12, 2005 - TargetRx, a marketing information services company that provides pharmaceutical companies with insights to improve marketing and sales effectiveness, announced today that CEO Michael Luby will be chairing the sales force effectiveness track on Tuesday and Wednesday, September 13th and 14th at the 4th Annual Pharmaceutical Marketing Congress, to be held at the Marriott Philadelphia/Pennsylvania Convention Center. In addition to chairing, Luby will give a presentation on marketing and sales unification on the same track at 2:30 p.m. on Tuesday.

"Pharmaceutical sales and marketing teams ultimately share the same goal of increasing brand performance," said Luby. "Yet, they often face internal challenges regarding how to best collaborate - at what stage in the game to get the other team involved, and moreover, when and if to make changes in the overall sales and marketing strategy. Our extensive work with pharmaceutical companies has shown that once these sales and marketing teams are 'unified' - committed to working together and making necessary adjustments- increased brand performance will follow."

Luby is a co-founder of TargetRx, bringing more than 15 years of pharmaceutical marketing and sales experience from a variety of therapeutic areas to his role as President, CEO and Board Member of the Company. As the CEO since the Company's inception in 1999, Luby has succeeded in raising over \$50 million in capital, expanding the TargetRx team, and securing clients in the majority of the top 30 pharmaceutical companies worldwide. Luby is also the lead author on TargetRx's patent-pending method of analyzing the effectiveness of marketing and sales strategies. Prior to starting TargetRx, Luby spent 10 years at Merck & Co., Inc., where he created and executed marketing strategies for both the specialty and mass markets. The concept for TargetRx was born from his dissatisfaction with the lack of insightful, predictive and actionable marketing information from external sources during his tenure at Merck.

TargetRx is the only company in the world that provides pharmaceutical companies with predictive, actionable intelligence - the "why" behind physician prescribing behavior. By tapping their highly accurate large-sample normative database of physician attitudes, which includes over 150 million physician insights across over 30 therapeutic classes, TargetRx can provide their clients with the most powerful predictive insights needed to drive increased effectiveness across sales and marketing.

About TargetRx

TargetRx is a marketing information services company that delivers actionable insight to pharmaceutical companies to help them effectively sell and market their products -- improving the performance of their brands. TargetRx employs a

unique database approach to capturing physician attitudes and translating the findings into highly actionable information for its clients. TargetRx has developed a highly predictive, large-sample normative database of physician attitudes that uncovers the "why" behind physician behavior. These insights provide companies with benchmarks for how a product is currently performing, rich diagnostics that identify immediate ways to improve, and powerful forecasts that accurately predict future performance. TargetRx works with the majority of the top 30 pharmaceutical companies in the U.S. For further information, visit www.targetrx.com.

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