

SPECIAL ISSUE

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Pharma VOICE

THE FORUM FOR THE INDUSTRY EXECUTIVE

100

of the Most
Inspiring People

100





Darlene PANZITTA

Darlene Panzitta is a champion for small biopharmaceutical companies that don't have the resources to run their own clinical studies.

Champion of Small Pharma

With a realization that there was a huge untapped market of small- to midsize pharmaceutical companies that were being neglected by large CROs, Darlene Panzitta created a business out of a niche market.

Ms. Panzitta is a champion for small biopharmaceutical companies that don't have the resources to run their own clinical studies. Since founding DSP Clinical in 1999, she has been showing other small CROs how to thrive by focusing like a laser on controlling study costs, offering one-stop shopping for every area of outsourced clinical trial management, and creating a team that is so service-oriented they sometimes spend more time at customers' offices than their own.

She never takes her eye off the ball and al-

ways wants to know what's next.

It really all started when Ms. Panzitta got her first monitoring job. She says it was a true accomplishment as no one would give her a chance without experience, and when she finally got her first job, she was beyond happy.

The toughest part of her career has been the massive amount of traveling it entailed. In fact, she traveled so much she couldn't keep the cities straight and often forgot the city she was staying in.

When she started in the CRO business so few people took her seriously, but the ones who did made a huge difference; they gave her advice and a chance to run her first clinical trials. Their advice and confidence in her ability were critical to the young entrepreneur just starting a busi-

RESOLUTE. CURIOUS.

NAME: Darlene Panzitta
CURRENT POSITION: President and Founder, DSP Clinical Research LLC
DATE AND PLACE OF BIRTH: Jan. 13, 1970; New Jersey
EDUCATION: B.S.; M.S
FIRST JOB: Clerical assistant, Numerax
FIRST INDUSTRY-RELATED JOB: Clinical information coordinator, drug safety, Organon
ALTERNATIVE PROFESSION: Ice cream shop owner
PROFESSIONAL MENTORS: The six members of her entrepreneurs' group; clients; colleagues
PROFESSIONAL ASSOCIATIONS: ACRP; the New Jersey Entrepreneurs Organization
AWARDS AND HONORS: 50 fastest growing woman-owned or led private companies in the U.S. by the Women Presidents Organization and American Express OPEN; Ernst & Young's Winning Women Entrepreneur Award; New Jersey Business Top 40 under 40; a finalist in the New Jersey Ernst & Young Entrepreneur of the Year Award
GIVING BACK: Animal rescue
WORDS TO LIVE BY: Get out of my way
CONNECTED VIA: LinkedIn, Facebook

Did You Know?

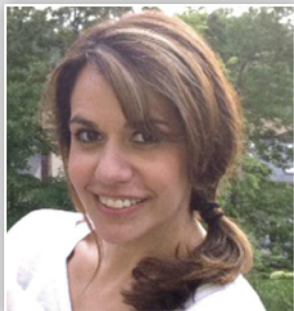
Darlene Panzitta wanted to be a cartoon artist because she loved drawing/sketching, and won the Halloween drawing contests every year in grammar school.

ness in a very competitive market.

Now she is in a position to mentor people at DSP and at other companies and paying it forward feels great.

Next on her list of goals is to be asked to join a board of directors so she can share her business advice, which is as valuable as her scientific advice. **PV**

Darlene PANZITTA CRO Visionary



Darlene Panzitta combines business savvy with an impressive 16 years of experience in drug development and clinical trial management.

Since Darlene Panzitta founded DSP in 1999, the company has earned a national reputation for excellence in clinical trial management and customer service.

She combines business savvy with an impeccable 16 years of experience in drug development and clinical trial management.

An expert in all facets of early- to late-stage

drug development, Ms. Panzitta has a particular focus on local and global study management. Her therapeutic expertise includes women's health, reproductive endocrinology, urology, pain, CNS, gastrointestinal, gynecology, dermatology, and devices.

She is inspired by her customers who are mostly small companies with small staffs, but are so dedicated to finding new treatments and drugs to treat unmet disease. Ms. Panzitta earns accolades for her vision and focus on serving small clinical study sponsors.

Ms. Panzitta was one of 11 winners recognized nationwide with Ernst & Young's prestigious 2010 Entrepreneurial Winning Women Award, and was a finalist for its Entrepreneur of The Year Award in New Jersey. She's been one of NJBIZ's 40 under 40 winners and has led DSP to increasingly prominent spots on the Inc. 500/5000 for four consecutive years.

Getting Personal with DARLENE PANZITTA

FAMILY: Husband
HOBBIES: Collects refrigerator magnets from the places she travels
READING LIST: Biographies
FAVORITE BOOK: Marley and Me
FAVORITE MOVIES: Planes, Trains and Automobiles; War of the Roses
BUCKET LIST: To live directly on the beach
LIFE LESSONS: Do what you are good at and delegate the things you are not good at
UNDER THE CLOAK OF INVISIBILITY: Watch people go about their day
TIME TRAVEL: To the 1800s to see how people lived

She has been published numerous times on best practices in clinical trial outsourcing and is a frequent speaker at industry conferences such as ACRP. **PV**