

# PharmaVOICE

THE FORUM FOR THE INDUSTRY EXECUTIVE

**100**

of the most inspiring  
people in the industry



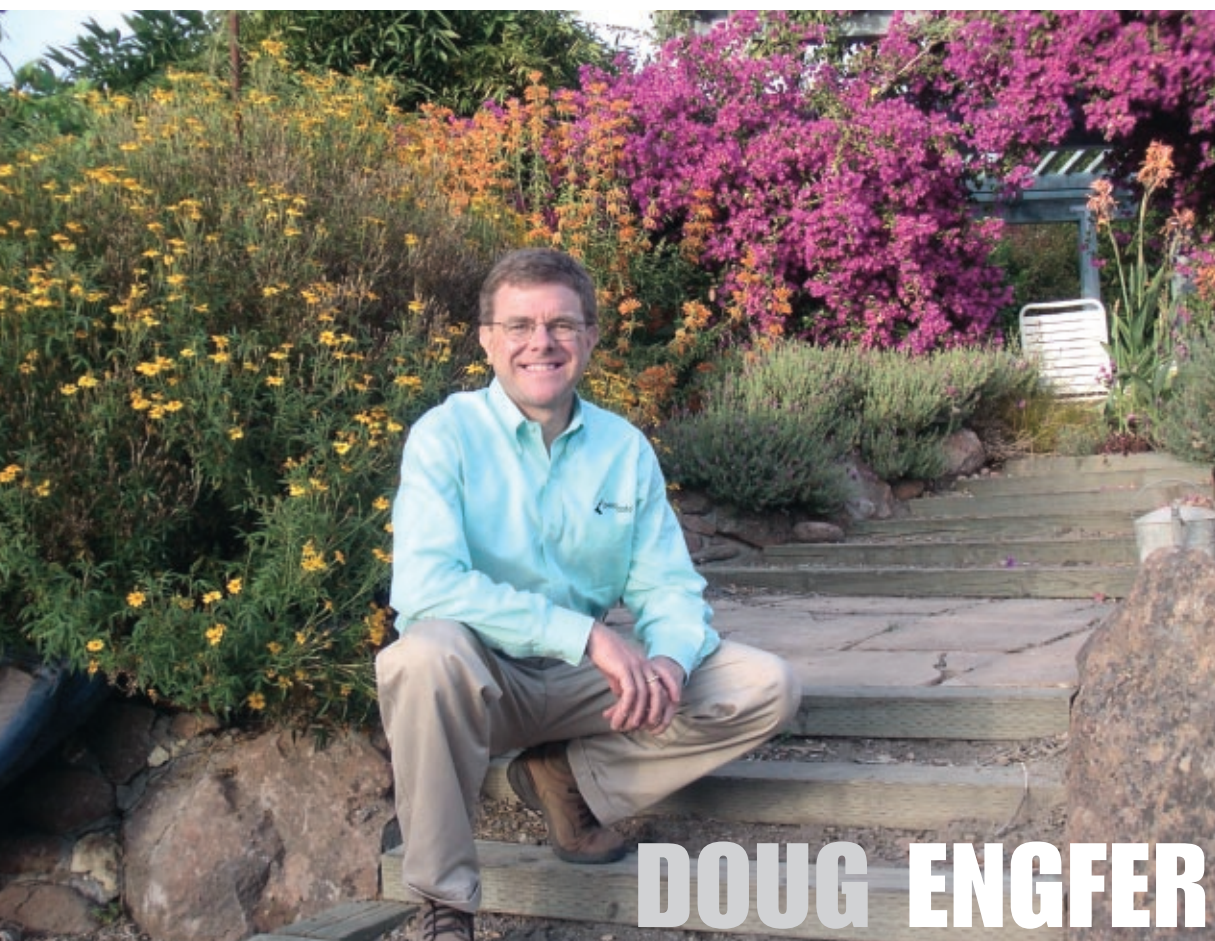
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# The Risk Takers

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



## The Human Touch

**THERE IS AN OVERRIDING MORAL ISSUE ASSOCIATED WITH BEING AN ENTREPRENEURIAL CEO IN THE LIFE-SCIENCES INDUSTRY.**

According to Doug Engfer, that is to do the right things on a humanitarian level. He strongly believes the work that he, and the company he cofounded, invivodata Inc., does directly impacts people's lives and that he has a moral obligation to first protect the safety and well-being of patients.

Even though Mr. Engfer, president, and CEO of the company, is a technology guy, there's more to consider than developing a "cool" product; it's about what that product can do or mean in the context of healthcare and new treatments.

Described as a people person by his peers and colleagues, it's no surprise that Mr. Engfer started a company that could positively impact the quality and duration of people's lives; a responsibility that he considers both humbling and hugely motivating.

Mr. Engfer gives full credit to his cofounder Jean Paty for bringing the idea of invivodata to fruition. He also credits his parents for instilling in him the values of honesty and integrity, which have guided him throughout his professional career: doing what's right, not necessarily what's easy.

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*Doug Engfer, Cofounder, President, and CEO of invivodata Inc., believes leaders have a responsibility to clients, team members, shareholders, and investors, but most importantly to the patients whose lives their companies impact.*

[www.invivodata.com](http://www.invivodata.com)

