



**THE AVOCA GROUP'S PATRICIA LEUCHTEN NAMED ONE OF THE PharmaVOICE 100 MOST INSPIRING INDIVIDUALS IN THE LIFE SCIENCES INDUSTRY**

August 15, 2011, Princeton, New Jersey: The Avoca Group, Inc. is pleased to announce that its founder and CEO, Patricia Leuchten, has been recognized as one of the life sciences industry's most inspiring people. According to the publication, "The distinguished honorees are nominated by thousands of PharmaVOICE readers . . . based on well-crafted and comprehensive essays describing how individuals inspired or motivated them or affected positive changes as well as other factors, such as community and philanthropic activities."

According to Taren Grom, editor-in-chief and cofounder of PharmaVOICE, "The PharmaVOICE 100 are individuals who think outside the box, pioneer new paths to success, and inspire colleagues in the industry; they translate industry issues into opportunities and take the time to mentor the next generation of leaders in the life-sciences arena."

**About The Avoca Group**

The Avoca Group, Inc., founded in 1999, is a consulting firm based in Princeton, New Jersey. Avoca's core capability and the company's most extensive experience is in the development and implementation of global Relationship and Alliance Management programs for pharmaceutical companies, biotech companies and pharmaceutical service providers. Avoca's team consists of pharmaceutical industry veterans and subject matter experts in the areas of large-scale organizational change, relationship management, information technology, and survey research. The Avoca Group conducts industry research on trends in clinical outsourcing each year, presenting the results, The Avoca Report, at international conferences and in industry publications.

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