

Pharm Exec Podcast FAQs

What is the *Pharm Exec* podcast?

The *Pharm Exec* podcast takes listeners beyond the pages of the magazine and digs deeper into leadership, management, commercial, and other top-of-mind topics important to c-suite executives in the pharma and biotech spaces. In general, guests are c-suite executives in pharma and biotech who have interesting insights to share with fellow leaders.

What types of guests do you interview?

Interesting and engaging c-suite-level leaders in the pharma, biopharma, and biotech space who can share unique, helpful, and *non-promotional* business insights with the intention of helping educate, inspire, and enlighten their fellow leaders. We will also consider industry insiders who support c-suite leadership.

Who is the *Pharm Exec* podcast audience?

Our listeners are c-suite executives in the pharma and biotech industries. Please remember that while anyone can listen to the podcast, it is geared toward these fellow c-suite-level industry executives who are looking to learn from you—an expert in your field—about topics such as leadership, unique business situations, management, employee recruitment, raising capital, work/life balance, tackling common problems, and how your team is making a difference.

How long is the *Pharm Exec* podcast?

Our podcasts vary, but on average they are around 20 to 30 minutes long, including an intro/outro and advertisement.

How can I be a guest on the *Pharm Exec* podcast?

If you think you would make a great podcast guest, please e-mail editor-in-chief Elaine Quilici at equilici@mjlifesciences.com.

I'm booked as a guest on the *Pharm Exec* podcast. How long does it take to record?

We schedule 45 minutes for each podcast recording, but guests only need to reserve 30 minutes of their time. (We record the intro/outro after the interview and need that extra recording time on the line.)

What is the process and what should I expect to be asked as a guest?

To kick things off, we conduct an informal 30-minute pre-call to get to know each other. We talk about what interesting topics and expertise you can share with our listeners. From that conversation, we formulate a list of questions that we send within 1-2 days for your review. Once we have the final script, we schedule the recording within the week. We ask guests to avoid reading pre-written answers verbatim. Rather, we suggest speaking from bullet points to keep the tone conversational and engaging.

Can I listen to my recording before it's published?

No. We do not allow guests to listen to recordings before they are published. However, because the podcast is not live, guests do have the option to restate something while we are recording.

Where can I listen to, download, or subscribe to the *Pharm Exec* podcast?

The *Pharm Exec* podcast is available almost everywhere where you listen to podcasts, such as iTunes, Google Play Store, Stitcher, etc. Just search Pharmaceutical Executive Podcast. You can also find the latest episodes on our website at <http://www.pharmexec.com/pharmexecpodcast>.

How will I know when it goes live?

Once the podcast is published on our website, we will send you a link.

Can I share the podcast on social media, in newsletters, or on my website?

Yes. We encourage guests, and their companies, to share the podcast on social media, in company newsletters, with your professional network, or anyone else you may think would enjoy listening—friends, family, neighbors, etc.—the more sharing the better! If you, or your company, share the podcast on social media, we encourage you to coordinate postings with our group social media editor, Miranda Schmalfuhs, at mschmalfuhs@mjhlifesciences.com.

What can't I do with the podcast?

You cannot reproduce the podcast partially, or in its entirety, for any reason. The recording is the property of *Pharm Exec* and our parent company.

How do I advertise my company or services on the *Pharm Exec* podcast?

To advertise on the *Pharm Exec* podcast, please contact our group publisher, Todd Baker, at tbaker@mjhlifesciences.com.

Can I pay to be a guest on the *Pharm Exec* podcast?

No. Guests who are selected to be a part of the podcast are chosen by our editorial team. However, we do offer sponsored podcasts that can help get your message to our readers. For more information on this opportunity, please contact our group publisher, Todd Baker, at tbaker@mjhlifesciences.com.