

Sander Flaum makes equal time for everyone, a rare quality in these times of change and necessary focus on the bottom line.

COMMITTED. DETERMINED.

NAME: Sander A. Flaum
CURRENT POSITION: CEO, Flaum Idea Group
PLACE OF BIRTH: New York
EDUCATION: MBA, Fairleigh Dickinson University; B.A., Ohio State University
FIRST JOB: Speechwriter, Senator Robert F. Kennedy
FIRST INDUSTRY-RELATED JOB: Associate product manager, Lederle Laboratories
ALTERNATIVE PROFESSION: Lawyer
PROFESSIONAL MENTORS: Bob Luciano, former chair of Schering-Plough
GIVING BACK: Chairman, American Institute for Stuttering
CONNECTED BY: Facebook
WORDS TO LIVE BY: Do the right thing
AWARDS: Man of the Year, Med Ad News, 2002; Ranked No. 1 Adjunct Professor at Fordham Graduate School of Business



Sander A. **FLAUM**
 THE CAN-DO LEADER

DID YOU KNOW?

Sander Flaum was a business manager of the Ohio State humor magazine, Sundial, and he and his staff were tossed off campus for mocking the president of the university.



Sander Flaum, CEO and founder of Flaum Idea Group, has a simple, yet elegant philosophy: always do what's best for the brand and the client.

Mr. Flaum has been responsible for driving results for many of the industry's leading brands, and doing so with a passion and a commitment that consistently exceeds expectations.

Before launching Flaum Idea Group in 2004, Mr. Flaum was chairman and CEO of Robert A. Becker EuroRSCG, where he led a global team of marketing strategists who introduced six blockbuster \$2 billion healthcare brands.

He works closely with clients and creates an atmosphere that is conducive to "we can" rather than "we can't," despite of legal restrictions.

In all areas of his life, his character, drive, and integrity shine through and leave a lasting impression on all those he meets along the way.

During client meetings, he is often greeted in the halls by well-wishers who recall stories about how Mr. Flaum touched their lives or influenced their careers. These individuals represent all levels within an organization — from C-suite executives to young product managers. He takes equal time with everyone, a rare quality in these times of change and necessary focus on the bottom line.

In addition to leading a successful healthcare consultancy, Mr. Flaum is an adjunct professor of management at the Fordham Graduate School of Business, where he founded and chairs the Fordham Leadership Forum. He also serves on the boards of Fordham Graduate School of Business, Fisher College of Business at The Ohio State University, The James Cancer Center at The Ohio State Medical Center, and Eagle Pharmaceuticals.

Many of today's accomplished executives had been Mr. Flaum's MBA students in the past. His expertise and leadership have helped shape so many careers and have contributed to the success of many companies — both on the pharma and agency side of the industry. Many of these leaders continue to rely on his wisdom today. He is frequently called upon to provide counsel, to overcome a difficult business challenge, and/or to provide guidance at a crossroads in an executive's career. He is always available, he is always thoughtful, and he always delivers his very best advice. Mr. Flaum contends that he learns more from those he counsels than they learn from him.

Mr. Flaum is media savvy. In addition to writing monthly columns for an industry trade magazine and association, he has a weekly radio show on Public Service Radio, called The Leader's Edge, and he is the author of several books, including one he co-authored

with his son Jonathon — The 100 Mile Walk: A Father and Son on a Quest to Find the Essence of Leadership, for which the authors were awarded the Hazan-Polsky Prize for outstanding business books. In 2010, Mr. Flaum followed up his literary success with Big Shoes: How Successful Leaders Grow into New Roles, in response to the dearth of leadership accountability being evidenced around the world.

Upon meeting Mr. Flaum, one would never know that he overcame a personal challenge that hindered his early career trajectory. Mr. Flaum had a stutter, but he had the determination to overcome this disability, and subsequently gained the confidence and courage to pursue more public roles. His mother told him that he had to work twice as hard as anyone else to succeed. He did, and still does. And he now serves as chairman of the American Institute for Stuttering.

Mr. Flaum's enthusiasm, passion, and energy are infectious. He continues to commit himself to the industry and the talented people — new and old — who are affecting change. Mr. Flaum has made an impact on so many, and has done so for many years. He has distinguished himself as an industry icon and stands out in an industry that counts many impressive leaders among its ranks. **PV**

