



Melynda GEURTS

TRIAL TRIUMPHS

MELYNDA GEURTS IS A STRONG, DETERMINED LEADER WHOSE FOCUS ON PATIENT RECRUITMENT HELPS TO MOTIVATE HER COLLEAGUES.

A role model for the DAC staff and an effective mentor for those who report to her and others who seek to learn from her experience, Ms. Geurts willingly shares her knowledge and insights with team members and clinical research professionals across the industry, helping them to grow and cultivate their careers. Encouraging her colleagues to do the best they can, she helps them recognize that there's nothing they can't accomplish if they believe in themselves.

And she looks for traits in others that most inspire her — work ethic, flexibility, candor, and integrity.

She manages her workload and reports with a good share of loyalty and tenacity. The latter is a trait she inherited from her parents, who told her that tenacity is a fair substitute for bravery, though being chief operating officer of a woman-owned business requires a fair amount of both, Ms. Geurts says. This character trait will be tested as Ms. Geurts plans to complete the Breast Cancer 3-Day, a 60-mile walk for women and men who want to make a personal difference in the fight against breast cancer, this November in Dallas.

Loyalty, her other self-ascribed descriptor, is the wellspring from which her other traits develop and is central to her professional and personal life.

She has a wide range of experience in health-care marketing and patient recruitment, and she is an accomplished presenter, overseeing world-class training programs.

Respect and understanding for the patient are paramount for Melynda Geurts, a tireless advocate for clinical research.

Ms. Geurts has lived and breathed patient recruitment for more than 10 years, and she has had first-hand knowledge of the trials and tribulations of patient recruitment at the site level. And she instills her beliefs and the importance of improving clinical trials in her colleagues.

This knowledge and ability to motivate are the backbone of her success in building and driving D. Anderson & Company (DAC) forward. Clinical-trial recruitment is a highly fraught and complex business, with the greatest challenge finding the right number of qualified trial participants, Ms. Geurts notes.

TENACIOUS.

NAME: Melynda Geurts

TITLE: Chief Operating Officer

COMPANY: D. Anderson & Company

EDUCATION: B.B.A., Marketing, and M.S., Healthcare Administration, Texas University

PLACE OF BIRTH: Pecos, Texas

ON HER READING LIST: *The Last Lecture*, by Randy Pausch; and *The Road*, by Cormac McCarthy

TOUGHEST TASK: Balancing family and career and not sacrificing the quality of either

NEXT ON HER LIST TO ACCOMPLISH:

Completing the 3-Day Breast Cancer 60-mile walk in November 2008, Dallas

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Ms. Geurts has presented numerous programs at industry-related conferences and seminars. She was also a major editorial contributor to *A Guide to Patient Recruitment and Retention* and *A Guide to Patient Recruitment: Today's Best Practices and Proven Strategies*, published by Thomson CenterWatch.

GETTING PERSONAL *Melynda Geurts is Chief Operating Officer of D. Anderson & Company (DAC) (dandersoncompany.com), Dallas, a global patient recruitment and retention provider for the clinical trials industry. Ms. Geurts joined RRI International Inc. as Director of Subject Recruitment Services/Director of Marketing in 1998; RRI became a wholly owned subsidiary of D.L. Anderson International in 2003. Ms. Geurts has been a member and stalwart supporter of the Association of Clinical Professionals (ACRP), and she is a past member of the public education committee for the North Texas Arthritis Foundation, as well as a 2006 recipient of Who's Who Business Executive Award.*

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