



Abby Mansfield of Topin & Associates is Named One of Most Inspiring People in 2012 PharmaVOICE 100

CHICAGO, August 9, 2012 – Abby Mansfield, senior vice president and creative director of [Topin & Associates](#), has been selected as one of the PharmaVOICE 100 Most Inspiring People in the life sciences sector for 2012. Mansfield was recognized for her leadership, strategic planning, inspiration to creative, and commitment to clients, colleagues, and peers.

Mansfield's creative insight helps shape the voice of Topin & Associates and has been instrumental in building its reputation as a leading health care marketing and communications agency in the Midwest. She has devoted her expertise to strategically sculpting creative campaigns that have received both national and international recognition for delivering impact.

"Abby deserves this recognition," said Al Topin, president. "She is a forward thinker who consistently strives to make a difference with each of the complex brands she manages. Her creative insights can be felt in practically every major campaign that our agency has executed for our clients."

Mansfield has more than 20 years of health care advertising and direct marketing experience. Throughout the last 15 years at Topin & Associates, Mansfield has helped implement brand campaigns for clients including Teva Neuroscience, Mission Pharmacal, and the Medication Delivery and Biopharma Solutions business units for Baxter.

"Abby Mansfield is noted for being a talented, creative, and perceptive manager and an insightful thinker," said Taren Grom, editor-in-chief and cofounder of PharmaVOICE. "She has raised the bar for Topin's creative efforts, challenging the entire agency to think differently. She is clearly a creative force and worthy of the honor of being a 2012 PharmaVOICE 100 honoree."

PharmaVOICE readers nominate the top 100 individuals they consider to have the greatest influence and positive impact within the life sciences industry. To view PharmaVOICE's article on Abby Mansfield, go to [PharmaVOICE Top 100](#).

About Topin & Associates

Topin & Associates is a full-service health care marketing communications agency based in Chicago. Founded in 1982, the agency offers strategic planning, global branding and positioning, creative development, and tactical implementation to help clients achieve their business objectives. Topin & Associates applies the Pepper LogicTM approach – a set of guiding principles unique to the agency – to deliver product, service, and brand campaigns with impact. To learn more about the agency's Pepper LogicTM process, go to [topin.com](#) or call Al Topin at **312-645-0100**.

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