



Michael Novinski of Long Valley is the CEO of Emisphere Technologies, a biopharmaceutical company that recently developed a new method of delivering vitamin B12 to the body.

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Sarah Simonis / special to the daily record

CEO energized about new drug technology

Novinski leading Emisphere in Cedar Knolls

Michael V. Novinski, a veteran in the pharmaceutical industry, has been president and CEO at Emisphere Technologies in Cedar Knolls since May 2007.

Emisphere, a biopharmaceutical company pioneering the oral delivery of otherwise injectable drugs, focuses on the delivery of therapeutic molecules and pharmaceutical compounds using its trademark eligen technology. According to the company, recent animal studies have demonstrated proof of concept that absorption of oral vitamin B12 using eligen technology was 15-30 times greater than with the same dose of oral vitamin B12 delivered alone.

In addition to vitamin B12 deficiency, Emisphere has products under development to address osteoarthritis and osteoporosis.

Beginnings: Novinski was born March 26, 1956, in Wilkes-Barre, Pa., where he lived until his teens when his family moved to Williamsport, Pa. He is a graduate of Washington and Jefferson College in Washington, Pa., with a degree in biology and studied under a fellowship at the University of Pittsburgh Medical School, Department of Microbiology.

"I wasn't sure what I wanted to do. My grades weren't at the standard for medical school and after some time working on the Ph.D., I decided it was time to get a job. I had no clue about what field to get into and no aspirations. I let things take care of themselves."

Career path: In 1979, Novinski joined Organon, based in West Orange, as a general sales representative. After several years, he became an assistant production manager.

"I enjoyed the several years there but realized I had to go to a larger company."

Novinski moved to Wyeth-Ayerst International in Philadelphia, where he spent 10 years in several positions, including product marketing director, group marketing director, pharmaceuticals and assistant vice president in market planning for pharmaceuticals.

"At the time, the company's overseas competition was Organon, which was still small in the U.S., and they wanted me back. I knew exactly what they wanted," he said, explaining his move back to Organon. "From 1992 to 1999, we grew the company from \$125 million to \$1 billion in gross sales and introduced 10 products. It was a real accomplishment."

By then, Novinski was executive vice president of operations and marketing worldwide, the same position he had held at Wyeth. When Organon was sold to Schering-Plough for \$14.4 billion in cash in 2007, Novinski was president.

Mentors: "Having been in this business for 30 years, one thing that is remarkable is that I've had the ability to work for, with, over and under lots of people, who provided lots of different lessons. You work side-by-side and learn a lot like clinical development and running operations for 12,000 employees in 54 countries. You get the opportunity to learn. There is a collage of mentors, so many different people from board members to sales reps, who keep you in touch with the customers."

Family: Novinski lives in Long Valley with his wife, Naomi, and four children, Brian, 24, Matthew, 21, Ben, 4, and Abby, 10 months. "My spare time is spent with my family. They are my highest priority, nothing comes before them."

The door is always open: "Every organization needs core values. The single biggest value of a manager's success is communication. Read all your e-mail and understand your customers. It's all about communication, and understanding your employees and the industry. As an example, an investor sent me an e-mail on a Saturday morning. When I called him back, he was stunned; he thought I was a telemarketer. You have to be passionate about the business and encourage employees not to be ordinary. It's OK to make a mistake as long you're engaged in the job. Have a career, not a job. Many organizations don't tell their employees what the goals are. We do."

Organizations: Novinski was elected to the Board of Directors for Pharmaceutical Research and Manufacturers of America (PhRMA) in June 2004.

He has served in different capacities the New Jersey Cystic Fibrosis Association, Coalition for Excellence in Critical Care Medicine, American Foundation for Urological Diseases, Society for Advancement of Women's Health Research and America's Pharmaceutical Research Companies Association.