



**‘I have
a real
passion
for this’**

IBJ Photo/Robin Jerstad

New communications post at Eli Lilly gives former mayor opportunity to meld experiences in public, private sector

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Former Indianapolis Mayor Bart Peterson gave up his for-profit and philanthropic work in urban redevelopment to join Eli Lilly and Co. as its senior vice president of communications and community affairs. It's a job once held by Gov. Mitch Daniels. On June 15, Peterson took charge of a team of 440 people, a budget of \$200 million and, most important, getting out Lilly's message in the hot-burning debate over health care reform. Below is an edited transcript of

IBJ's conversation with Peterson.

IBJ: What was it about this job that captured your attention?

PETERSON: When you grow up in Indianapolis ... Lilly really is in your blood or in your DNA, however you want to put it. I got a chance as mayor to see a little bit behind the scenes of how it all works, from a scientific perspective but also from a business perspective. So my admiration for the company, which was strong by virtue of being a lifelong Indianapolis resident, really increased significantly.

