



Pharma POOL

Michael **GEORGE**  
Alison **PILGRIM**, M.D., Ph.D.  
Elan Appoints Senior Management

Completing a year-long program to enhance and expand the Elan Corp.'s biopharmaceutical senior executive team, Chairman and CEO Donal J. Geaney named two industry professionals — Alison Pilgrim, M.D., Ph.D., as senior VP of clinical development and Michael George as president, North America.

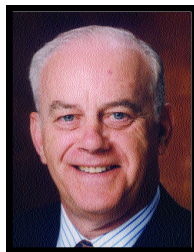
Mr. George has more than 28 years of experience in the life-sciences and healthcare fields, most recently as CEO of UroCor Inc., before its acquisition on Nov. 9, 2001, by Dianon Systems Inc. During his two-year tenure there as CEO the company's revenue increased by 50% and its market-capitalization quadrupled. Mr. George's primary focus at Dublin, Ireland-based Elan is on consolidating and strengthening the company's recently integrated U.S. businesses. He reports directly to Daniel Welch, president of worldwide biopharmaceuticals.

Dr. Pilgrim, who joins the biopharmaceuticals division, has extensive international experience in the clinical development of neurology, metabolic, anti-inflammatory, cardiovascular, and HIV compounds. She has held senior clinical positions at Glaxo Wellcome, Sanofi-Synthelabo, and most recently as head of clinical development for DuPont Pharmaceuticals. During her 16 years in the industry, Dr. Pilgrim made significant contributions in the clinical development of several blockbuster products, including a leadership role in the development of Glaxo Wellcome's Sumatriptan and Sanofi's Plavix. Dr. Pilgrim reports

to Dr. Lars Ekman, president of biopharmaceutical R&D.

Dr. Pilgrim received her M.D. and Ph.D. from Oxford University.

Robert **P. LUCIANO**  
Long-Serving Executive  
Retires from Schering-Plough  
Board



Chairman emeritus and a director of Schering-Plough Corp., Robert P. Luciano, has retired from the board of directors. Mr. Luciano had been with Schering-

Plough for 23 years and previously served as chairman of the board from 1984 to 1998 and as CEO from 1982 to 1996.

"Bob Luciano and I have worked closely together over many years at Schering-Plough," says Richard Jay Kogan, chairman and CEO of the Kenilworth, N.J.-based company. "I know first-hand his great contribution to this company and his role in bringing us to where we are today, a leader in our industry. His personal help to me over the years would be hard to overstate.

"Since he has decided to step down now as a member of our board of directors, I have no choice but to accept and respect his wish," Mr. Kogan says. "I am very grateful that Mr. Luciano will continue to be available to me as a continuing source of guidance and wisdom. On behalf of my colleagues on the board, I thank him for his service and will continue to value his counsel and friendship."

Charles **PORTWOOD**

AHP Appoints President of Global  
Supply Chain For Wyeth-Ayerst  
Pharmaceuticals

American Home Products Corp. has appointed Charles Portwood as president of the global supply chain for Wyeth-Ayerst Pharmaceuticals — the company's pharmaceutical division.

Mr. Portwood is based in Wyeth-Ayerst's Radnor, Pa., offices, is succeeding Jack Bucceri who has decided to retire at the end of this year. Mr. Bucceri headed Wyeth-Ayerst's supply chain organization for more than nine years and steered the company through a broad range of key milestones and

IVAX FOUNDER NAMED  
2001 NATIONAL ERNST & YOUNG  
ENTREPRENEUR OF THE YEAR

Phillip **FROST**, M.D.

The 15th Annual Ernst & Young Entrepreneur Of The Year Awards has selected Phillip Frost, M.D., founder, chairman, and CEO of Ivax Corp. as the 2001 Entrepreneur Of The Year.

Dr. Frost engineered the growth of Miami-based Ivax into one of the world's largest generic pharmaceutical companies. He is credited with keeping Ivax alive through a difficult period in 1996, when issues affecting the entire pharmaceutical industry caused Ivax to lose a significant amount of its income.

Today, the company has a rich pipeline of both generic and proprietary products in development, and has received a substantial order from the U.S. government for antibiotics that treat anthrax.

Dr. Frost was selected for the 2001 National Ernst & Young Entrepreneur Of The Year award by an independent panel of judges from a pool of more than 5,600 nominees from around the country. He also took top honors in the Entrepreneur Of The Year Health Sciences award category.

This year's national award winners were acknowledged at an awards ceremony in Palm Springs, Calif., on Nov. 17, 2001.



Dr. Frost, right, accepts the 2001 National Ernst & Young Entrepreneur of The Year Award.

issues, including the integration of Lederle's manufacturing operations, the development of an overall supply chain organizational strategy, and globalization of the Wyeth-Ayerst's manufacturing network.

Mr. Portwood is responsible for all aspects of the global supply chain for Wyeth-Ayerst including pharmaceuticals, OTC products, and vaccines. He joins Wyeth-Ayerst from Aventis Pharmaceuticals, where he most recently was senior VP of strategy and industrial excellence.

Mr. Portwood earned a B.S. degree from Purdue University and a masters degree in business administration at Xavier University, Cincinnati, Ohio.

Stephanie **SEREMETIS**, M.D.  
Scott **HOCKING**

Novo Nordisk Appoints New Medical Director, Announces Promotion

Novo Nordisk Pharmaceuticals Inc. has appointed Stephanie Seremetis, M.D., as medical director of its BioPharmaceuticals busi-

ness unit. Dr. Seremetis is responsible for all clinical research involving the company's biopharmaceutical products and will lead all medical liaison and medical affairs activities within the division.

Dr. Seremetis comes to Novo Nordisk, Princeton, N.J., from the Mount Sinai School of Medicine in New York City, where she was an associate professor of both the Departments of Medicine and Geriatrics. Dr. Seremetis also was director of the Regional Comprehensive Hemophilia Diagnostic and Treatment Center. Building on a long-standing interest and outstanding ability to motivate an interdisciplinary team, she was the founding director of the Women's Health Program at Mount Sinai Medical Center. This center successfully coordinated comprehensive clinical care, teaching, and research in women's health.

Dr. Seremetis has authored numerous publi-



cations in the areas of hematology and hemophilia and has been a reviewer for many medical journals, including *The Journal of the American Medical Association* and *Lancet*. In addition, she has served on many committees for organizations such as the National Hemophilia Foundation, the National Institutes of Health, and the World Health Organization.

Dr. Seremetis received her medical degree from the School of Medicine of State University of New York in Stony Brook and her bachelor's degree in biology from Cornell University.

Separately, Novo Nordisk has promoted Scott Hocking to director, managed care, trade, and government, operations. He was account executive, managed care, in New England before his promotion.

In his new position, Mr. Hocking is responsible for such areas as pharmacoeconomics, pricing, account-specific data monitoring, and training.

Mr. Hocking joined NNPI in March 2000 as a regional account manager in the Northeast. He received a bachelor's degree in public health from the University of Massachusetts and a juris doctorate degree from the New England School of Law.

Biotech **POOL**

Frank A. **BURKE**, Jr.  
Guy-Charles **FANNEAU**  
**DELA HORIE**  
Robert A. **HAMM**  
Peter N. **KELLOGG**  
Patrick **VINK**

Biogen Announces Several New Appointments in its International Commercial Organization

Robert A. Hamm has been named senior VP of the international commercial organization, replacing Mark Leuchtenberger, who announced his intention to resign at the end of 2001. He joined Biogen in 1994 and has played a critical role in building the company's international commercial structure and operating capability. Most recently, he was VP of sales and marketing, where he was responsible for reinvigorating the growth rate of Avonex, the company's multiple sclerosis product.

Guy-Charles Fanneau dela Horie has been named VP of strategic commercial operations, international. Mr. Fanneau dela Horie joined

Biogen in 1995 as country manager responsible for launching Avonex in France. Most recently, he has been responsible for several assignments in the U.S., including the positions of national sales director and commercial program executive for Avonex.

Patrick Vink has been appointed VP of sales responsible for international affiliates. Mr. Vink joined Biogen in 2000 as country manager, Germany.

"I am delighted that this team is assuming leadership of our European organization," says James C. Mullen, president and CEO. "Bob and Guy-Charles were responsible for the repositioning of our U.S. commercial operations,

resulting in reinvigoration of the Avonex market during the past year. They have both worked together before in the European business. Our performance in Europe has been strengthened over the past year, and I am confident that this team will accelerate that trend."

In a separate move, Biogen has named Frank A. Burke, Jr. to the role of executive VP of human resources. Mr. Burke joined Cambridge, Mass.-based Biogen in 1986 after a 12-year career with Allied Signal Corp. He has supervised the global human resources function throughout Biogen's growth from a boutique research organization into a multi-product global biopharmaceutical company.

Specialty **POOL**

Kathleen **HAMILTON**

Bradley Pharmaceuticals Adds Senior Director of International Marketing and Sales

Kathleen Hamilton, who has more than 25 years experience in the pharmaceutical industry, joins Bradley Pharmaceuticals Inc., a specialty pharmaceutical company, as senior director of international marketing and sales.

Most recently, Ms. Hamilton held the position of director of sales and marketing operations with Fiber-Tec Inc., a manufacturer of single-use healthcare products. She has extensive knowledge of the pharmaceutical market and the regulations governing the industry.

"Her experience in national and international market activity and product performance will be invaluable as Bradley continues to implement an aggressive growth strategy in the U.S. and abroad. We are confident that her expertise will help the company achieve the ambitious goals management has set for 2001, and beyond," says Daniel Glassman, president and CEO of Fairfield, N.J.-based Bradley.

G. Thomas **HEATH**  
Carol A. **GONZALEZ**,  
Ph.D.

NPS Pharmaceuticals Expands  
Commercial Organization With  
Executive Appointments

The appointment of G. Thomas Heath as senior VP of sales and marketing at NPS Pharmaceuticals Inc. comes as the specialty pharma company moves to expand its commercial organization and its plans to participate in the marketing of several of its near-term products.



For 20 years, Mr. Heath served in various marketing and sales positions at Pfizer Inc., where he managed the prelaunch planning and successful introductions of a number of new pharmaceutical products, including Norvasc, the world's biggest-selling medicine for hypertension and angina. He joins NPS from Echelon Research Laboratories, a company he co-founded in 1997, where he served as president and where he will continue to serve as a director.

In addition to Mr. Heath, NPS has appointed Carol A. Gonzalez, Ph.D., as director of business development to expand the company's business development and licensing efforts. She has many years experience in biotech and healthcare product marketing, licensing, and business development, and previously held positions at McCulley/Cuppan, Becton Dickinson, and Kendall Healthcare Products.

"Tom and Carol bring many years of pharmaceutical sales, marketing, and business development experience to our company at a time when our product pipeline is growing and maturing rapidly," says Hunter Jackson, Ph.D., chairman, CEO, and president of NPS. "With these appointments, we are adding considerable talent to our management team and laying the groundwork for the commercial success of our products."

NPS, Salt Lake City, is developing proprietary potential therapies for the treatment of osteoporosis and gastrointestinal disorder, and has options to jointly promote certain compounds in development with GlaxoSmith-Kline for the treatment of osteoporosis, and with AstraZeneca for the treatment of central nervous system disorders.

Robert M. **JANOSKY**  
Cellegy Pharmaceuticals Appoints  
Director of Marketing

Cellegy Pharmaceuticals Inc. has appoint-

ed Robert M. Janosky as director of marketing, responsible for directing the prelaunch preparation, launch, and marketing of Cellegy's pharmaceutical products in the U.S.

Mr. Janosky also is responsible for interacting with pharmaceutical companies interested in jointly promoting or licensing Tostrex, a testosterone gel, in the U.S. Mr. Janosky joins Cellegy, South San Francisco, Calif., from Alza Corp. where he developed launch plans and marketing programs for Ditropan XL, a treatment for overactive bladders. In this capacity he developed and implemented innovative marketing programs directed at physicians, pharmacists, and consumers, achieving annual sales of \$200 million a year in the U.S. He was responsible for coordinating promotional activities with Alza's joint promotion partners for Ditropan XL — Johnson & Johnson and UCB Pharma — as well as with Innovex, with whom Alza had developed a salesforce targeted to primary-care physicians. His earlier experience in the pharmaceutical industry includes marketing planning, marketing research, and sales at American Home Products Corp. and Fisons Pharmaceuticals.

Mr. Janosky holds an undergraduate degree in biochemistry and an MBA in marketing and finance.

Robert J. **LOLLINI**  
Iomed Announces Senior  
Management Change

Robert J. Lollini has been named chief operating officer of Iomed Inc., a specialty pharmaceutical company. Formerly executive VP and chief financial officer, Mr. Lollini has assumed management of the company's day-to-day operations. He also continues to serve as CFO. Mr. Lollini's new duties replace those of James R. Weersing, who resigned as president and CEO. In addition, Mr. Weersing resigned his director seat on the company's board of directors.

Peter J. Wardle, chairman, says a search for a president and CEO will commence at a later date, with Mr. Lollini as a candidate for the position. Mr. Lollini manages the Salt Lake City-based company's corporate, financial, and strategic direction, including strengthening its relationships with key business partners, customers, and employees.

Ross **MACDONALD**,  
Ph.D.

Connetics Names Dermatology  
Expert as VP of Business  
Development

Connetics Corp., which is focused on devel-

oping therapeutics for the dermatology market, has appointed Ross Macdonald, Ph.D., to the newly created position of VP of business development. Dr. Macdonald is responsible for all aspects of the company's global business-development efforts, and reports to John L. Higgins, chief financial officer and executive VP of finance and administration.

Before joining Palo Alto, Calif.-based Connetics, Dr. Macdonald was VP of R&D at F.H. Faulding & Co. Ltd., an Australian pharmaceutical and healthcare company. He also served as managing director of Soltec Research, where he led that company's emphasis on dermatology and established its many commercial relationships with dermatology companies worldwide.

"We are extremely pleased that Dr. Macdonald has joined the Connetics team," Mr. Higgins says. "Ross has an intimate knowledge of our topical drug-delivery technologies and its broad applications in dermatology, having recently served as the managing director of Soltec Research. In addition, Ross has extensive knowledge of the dermatology field and the pharmaceutical industry, both in the U.S. and throughout the world. He joins us at an important and exciting time as we look to expand our dermatology business beyond our current product development and commercial programs."

Dr. Macdonald has a Ph.D. in biochemistry from Monash University, Melbourne, Australia, and a postgraduate diploma from the Business School of Swinburne University in Australia.

Joseph **PAPA**  
Industry Veteran to Lead Watson's  
Commercial Operations

Joseph Papa has joined Watson Pharmaceuticals Inc. as chief operating officer, bringing to the specialty company a depth of industry experience in all facets of the sales and marketing process.

"It is with great pleasure that I welcome Joe into the Watson organization," says Allen Chao, Ph.D., chairman and CEO. "Joe's leadership and depth of marketing and operations experience will prove to be a tremendous asset to our organization as we progress with our growing branded franchise."

Mr. Papa, 46, is responsible for the commercial operations side of Watson's business, including sales and marketing, sales operations and distribution as well as overall manufacturing operations. He reports directly to Dr. Chao.

Before joining Corona, Calif.-based Watson, Mr. Papa was president and chief operating officer for DuPont Pharmaceuticals. He also has held senior positions at Searle Pharmaceuticals, where he orchestrated the successful U.S. launch of the COX-2 inhibitor

Celebrex, and also at Novartis, Ciba Geigy, and Geneva Pharmaceuticals.

A registered pharmacist, Mr. Papa received his undergraduate degree in pharmacy from the University of Connecticut. He received his masters of management degree in marketing and finance from the J.L. Kellogg Graduate School of Management at Northwestern University.

## Marinko **VEKOVIC**

### ICN Promotes Sales Executive to Worldwide Division

Marinko Vekovic has been named senior VP of worldwide corporate sales and marketing at ICN Pharmaceuticals Inc., which markets and distributes more than 800 prescription and nonprescription pharmaceuticals in more than 100 countries.

Since joining Costa Mesa, Calif.-based ICN, in March, 1999, Mr. Vekovic has served as VP of sales and marketing in Eastern Europe, Central Europe, and Western Europe. He directly reports to Milan Panic, chairman and CEO.

Previously, Mr. Vekovic was president of Pharma Consulting Co., which assists mid-size pharmaceutical companies in Denmark, Greece, Italy, and the U.K. explore emerging market development.

After receiving his bachelor of science degree in economics from London University, England, Mr. Vekovic earned an MBA degree from the International Management Development Institute based in Lausanne, Switzerland.

## Genomics **POOL**

Paul A. **FRIEDMAN**, M.D.  
Robert **STEIN**, M.D., Ph.D

### Incyte Taps Industry Leaders for Senior Ranks

Incyte Genomics Inc., a genomics information company, has appointed two industry leaders to its senior ranks — Paul A. Friedman, M.D., as CEO, and Robert Stein, M.D., Ph.D., as president and chief scientific officer.

Both Dr. Friedman and Dr. Stein join Incyte from DuPont Pharmaceuticals Research Laboratories. Dr. Friedman was president of the company, while Dr. Stein was executive VP of research and preclinical development.

Roy A. Whitfield, joint founder and previous CEO of Incyte, has been elected chairman, succeeding joint founder Randy Scott, Ph.D.

“Dr. Friedman and Dr. Stein are proven leaders who together created an impressive therapeutic pipeline at DuPont while building substantial value for DuPont’s shareholders,” Mr. Whitfield says. “Incyte’s intellectual property portfolio — consisting of the industry’s largest compilation of antibody, protein, and gene patents — provides them significant pharmaceutical opportunities to apply their leadership skills to expand the database and intellectual property licensing business and develop new medical therapeutics.”

Dr. Friedman held the position of president at DuPont Pharmaceuticals from 1994 until the acquisition of the division by Bristol-Myers Squibb for \$7.8 billion in September 2001. During his tenure, the number of high-quality drug candidate compounds nominated for clinical development tripled, reaching 10 in the 2000. Notable among these is Sustiva for the treatment of HIV.



Dr. Friedman is a diplomat of the American Board of Internal Medicine and is a member of the American Society of Pharmacology and Experimental Therapeutics, the American Society of Clinical Investigation, and the American Society of Biological Chemists.

Dr. Stein joined Dr. Friedman at what was then DuPont Merck Pharmaceuticals as Executive VP of research and preclinical development in 1996. Dr. Stein and Dr. Friedman had previously worked together at Merck & Co. from 1982 until 1990, at which time Dr. Stein was senior director and head of the department of pharmacology. Dr. Stein holds a B.S. in biology and chemistry from Indiana University and a M.D. and Ph.D. in physiology and pharmacology from Duke University.

## Device/Diagnostics **POOL**

Peter H. **GLICK**

### Cohesive Technologies Appoints President and CEO

With experience as head of a mid-size company, Peter H. Glick has been named president and CEO of Cohesive Technologies Inc., a developer and manufacturer of novel liquid chromatography systems and chemistries for the drug-discovery marketplace.

From 1998 until his appointment at Cohesive Technologies, Mr. Glick was president of Primedica Corp., a 650-employee contract research organization that provides safety and efficacy testing, product development, and production services to more than 300 pharmaceutical, biotechnology, and medical device companies. Primedica operated as a stand-alone subsidiary of Genzyme Transgenics Corp.

Mr. Glick holds a master’s degree in management from The Sloan School of Management at Massachusetts Institute of Technology, and a bachelor’s degree in economics from The Wharton School.

Lucia Luce **QUINN**

### Quest Diagnostics Creates New Position of Senior VP, Advanced Diagnostics

Quest Diagnostics Inc., a provider of diagnostic testing, information, and services, has

named Lucia Luce Quinn as senior VP of advanced diagnostics.

In this newly created position, Ms. Quinn is responsible for leading Quest Diagnostics’ efforts in aligning strategy, business development, and innovation.

In her new role, Ms. Quinn draws upon her experience in marketing and research and development to accelerate the rate at which Teterboro, N.J.-based Quest Diagnostics brings new products and services to market.

Ms. Quinn joined Quest Diagnostics in April, 2001, as VP of developing businesses.

Previously, she served as VP of corporate strategic marketing at Honeywell International. She has more than 25 years experience in general management, marketing, operations, business planning, and strategy development with global technology companies, including Allied Signal, Digital Equipment, and Westinghouse.



## Drug Delivery **POOL**

Edward M. **CHAIT**, Ph.D.

### PharmaCore Names President and CEO

PharmaCore Inc., a drug discovery company, has appointed Edward M. Chait, Ph.D., to the position of president and CEO.

Dr. Chait joins High Point, N.C.-based

PharmaCore after 10 years at InterGen Co., a manufacturer of biochemicals for diagnostics and biopharmaceuticals and research products for high throughput screening, drug discovery, and genomics. At InterGen, Dr. Chait was senior VP of business development and technology, and directed InterGen's R&D, strategic planning and acquisitions. Before InterGen, Dr. Chait worked 23 years at DuPont in various positions in R&D, sales, marketing, and corporate development.

Dr. Chait holds an AB in chemistry from Cornell University and a Ph.D. in analytical chemistry from Purdue University. He has served on the visiting committee of NIST, as chairman of the BIO business development committee, and as a member of the executive committee of the U.S. Israel Technology Commission of the U.S. Department of Commerce.

## Michael **MCCLURG** Epimmune Appoints VP of Business Development

A veteran of the biotech and pharmaceutical industries, Michael R. McClurg assumes the position of VP of business development at Epimmune Inc. Mr. McClurg is responsible for licensing arrangements, developing corporate alliances, and business development strategies for Epimmune's proprietary Epitope Identification System, ImmunoStealth, Padre, and vaccine technologies.

Before joining Epimmune, Mr. McClurg was director of business development at Prometheus Laboratories. During his career, he has held various positions at Isis Pharmaceuticals, Ligand Pharmaceuticals, and

Immunetech Pharmaceuticals. "Mike's diverse background, including both industry experience and the range of positions he has held is a significant advantage for Epimmune," says Emile Loria, M.D., president and CEO of San Diego-based Epimmune. "In addition to the clinical trial plans for our HIV and lung cancer vaccine candidates, there are opportunities for us to develop partnerships to enhance the value of our core technologies in epitope identification."

Epimmune uses gene maps of cancer-associated proteins and infectious agents to design vaccines that induce cellular immunity. The technology is based on deciphering the genetic code which regulates T-cell activation and in identifying antigen fragments known as epitopes which can activate targeted T-cell responses to tumors, viruses, bacteria, and parasites.

## Emerging **POOL**

### Paul **COSSUM**, Ph.D.

NewBiotics Adds Executive VP of Drug Development



NewBiotics Inc., a developer of breakthrough drugs to treat cancer and infectious disease, has appointed Paul Cossum, Ph.D., as executive VP of drug development. Dr. Cossum is responsible for directing

the advancement of drug candidates from the discovery phase through preclinical and clinical development toward marketable pharmaceutical products.

"With his expertise and management experience, the addition of Paul to our team is timely as we advance our lead drug candidate, NB1011, into clinical trials for patients with drug-resistant colon cancer," says Thomas Mizelle, CEO of San Diego-based NewBiotics.

"We're excited to have his energy and drive as we continue to develop our unique ECTA technology platform to address cancer and infectious disease," he says.

Dr. Cossum, 49, brings to NewBiotics more than 15 years of industry experience in drug development. Before joining NewBiotics, he served as VP of preclinical research and development and business development at Aronex Pharmaceuticals Inc. Dr. Cossum's responsibilities included overseeing pharmacology, pharmacokinetics, and toxicology studies and analytical development for anti-cancer and anti-infective drug candidates.

Dr. Cossum received his bachelors and masters degrees and a doctorate at the University of Tasmania, in Australia.

### Mark **FURTH**, Ph.D.

Incara Selects Leader for Tissue Research

Seeking to expand applications for its tissue protection, repair, and regeneration technologies Incara Pharmaceuticals Corp. has brought in molecular biologist Mark E. Furth as senior VP of research. Dr. Furth is overseeing Incara's work on therapies to treat liver failure, including use of adult liver stem cells for gene therapy and genomics and the use of Incara's catalytic antioxidants in cell therapy and metabolic diseases.

Dr. Furth has 15 years of executive experience in the biopharmaceutical industry. He was chief scientific officer at PPD Discovery, a company focused on drug discovery platforms, including functional genomics and combinatorial chemistry from 1997 to 2000, before joining PPGx, a pharmacogenomics company.

Dr. Furth has a B.A. in biochemical sciences from Harvard University and a Ph.D. in molecular biology from the University of Wisconsin-Madison. He carried out postdoctoral research at the Medical Research Council Laboratory of Molecular Biology, Cambridge, U.K., and the National Cancer Institute.

### Howard P. **RICHMAN**, D.P.M.

Biopure Appoints VP of Regulatory Affairs and Compliance

Howard P. Richman, D.P.M., has joined

Biopure Corp. as VP of regulatory affairs and compliance, while Edward E. Jacobs, Jr., M.D., has retired from his full-time position as senior VP of medical affairs, and returned to his previous role as a consultant to the company.

Dr. Richman, 49, brings to Biopure more than 20 years of regulatory experience in quality assurance and chemistry, manufacturing and controls, which he gained in the corporate sector and as a consultant for the U.S. Food and Drug Administration. He has directed numerous regulatory submissions, including new drug applications and biologic license applications in the U.S. and marketing authorization applications in Europe.

Dr. Richman's responsibilities at Biopure include implementing a global regulatory strategy for the company's pharmaceutical products, serving as the primary contact with the FDA and other regulatory authorities, building and overseeing the regulatory and compliance staff and activities, and directing the company's contracted regulatory consulting groups. He reports to Biopure President Paul A. Looney.

He joins Biopure from MacroChem Corp., where he was senior director of regulatory affairs, quality assurance, and chemistry, manufacturing, and controls. Dr. Richman is an International Organization of Standardization 9000 and 9001 certified auditor and is a member of the Regulatory Affairs Professional Society and the American Society for Quality. He received a doctorate of podiatric medicine from New York College of Podiatric Medicine and a B.S. degree in chemistry and biology from St. John's University in New York City.

Dr. Jacobs, 61, began working with Biop-



ure as an advisor in 1984, joined the company as medical director in 1991, and became a senior VP in 1997. During that time, he contributed to patents and publications, helped design preclinical and clinical studies, and played an important role in understanding how hemoglobin in plasma carries oxygen throughout the body.

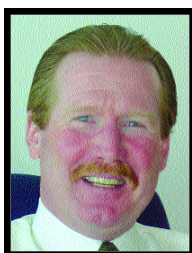
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## Service POOL

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### Charles **BEARDSLEY**

CB Technologies More Than Doubles Sales Team



CB Technologies Inc., a provider of clinical electronic data-capture software and related services to the life-sciences industry, has more than doubled its professional sales team amid growing demand for its MetaTrial EDC solutions from pharmaceutical and biotechnology companies, medical device manufacturers, and contract research organizations.

To enhance its level of service and proactive partnering with clients, Exton, Pa.-based CB Technologies also is introducing a team-based solutions sales approach. CB Technology's sales teams now include cross-functional skills represented by four leaders: a business team leader, a client services manager, a sales executive, and a sales engineer.

Leading the effort is Charles "Rusty" Beardsley, CB Technology's senior VP of sales and marketing. Mr. Beardsley has successfully optimized sales efforts for Rhone-Poulenc Rorer — now Aventis — where he designed and implemented the team concept across 150 teams and more than 1,000 sales professionals. CB's newly formed business teams are led by: Ken Billard, Zach Marks, Robert "Bo" Wilkerson, Chris Mattheus, Beverly Hudson, and Matt Huberty.

"These are highly skilled and service-oriented individuals," Mr. Beardsley says. "They possess the leadership skills that are critical to steering CB's course into an exciting future — a future that will challenge and bring out the best in our people."

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### Bob **BROWN**

Fast Track Names Experienced Industry Executive as President, Chief Operating Officer

With extensive experience in pharmaceuti-

cal and healthcare data management, information technology and finance, Bob Brown assumes the posts of president and chief operating officer at Fast Track Systems Inc.

Before joining Fast Track, San Mateo, Calif., Mr. Brown was CEO and president of Solucient LLC and its predecessor company HCIA-Sachs, an international organization with the largest repository of healthcare intelligence and benchmark information in the industry.

"Bob's executive experience at NDC and Solucient is a perfect match for Fast Track's data-driven business model," says Jim McCord, chairman and CEO of Fast Track, a medical informatics technology company that provides information, design, and execution tools for the clinical development community. "His expertise and deep knowledge of the pharmaceutical data market will help us to enhance our position as one of the industry's leading suppliers of clinical-trials data and clinical-informatics tools. His extensive operating background will also help us to manage our rapid growth."

### Joseph L. **HERRING**

Covance Elects President and Chief Operating Officer



Covance Inc. has elected Joseph L. Herring as president and chief operating officer, promoting him from the position of senior VP and president of early development services. Mr. Herring has operating responsibility

for Covance's business units worldwide and will report to Chairman and CEO Chris Kuebler.

"This move reflects Covance's commitment to building a team of superior operational leaders with the talent and experience to deliver outstanding service levels and to create more strategic relationships with all of our customers," Mr. Kuebler says. "Joe already has helped accomplish this in Covance's early development business, and now he will have the opportunity to apply his skills across our full range of services."

Chief operating officer is a new position for Princeton, N.J.-based Covance, a drug-development service company. Mr. Herring, 46, joined Covance in 1996 as corporate VP and general manager of laboratories North America, the company's preclinical testing group, then moved to early development services in 1999. Under Mr. Herring's leadership, early development services has grown significantly and today represents one of Covance's most profitable and most strategic businesses. He was responsible for extending key early development capabilities into new markets, and

implemented new systems and technologies to enhance the quality and timeliness of toxicology data for Covance's customers.

Mr. Herring holds a bachelor of science degree from Louisiana State University.

### Susan D. **MATHIAS**

Ovation Research Group Names VP of Patient-Reported Outcomes

Ovation Research Group, a global health economics and outcomes research and consulting company, has appointed Susan D. Mathias as VP of patient-reported outcomes.

Ms. Mathias is responsible for business development and for project design and senior scientific oversight for projects related to patient-reported outcomes. Previously, Ms. Mathias served as VP of the Health Outcomes Group at the Lewin Group, a subsidiary of Quintiles Corp., where she was responsible for the development and design of patient-reported outcomes research.

"Susan joining Ovation is a response to our clients' evolving need to explore humanistic endpoints — quality of life, treatment satisfaction — in a more structured, scientific manner," says Jeff Trotter, president of Highland Park, Ill.-based Ovation. "Increasingly, the value of new drugs, devices, and treatment regimens is being assessed from the patient's perspective. This, in turn, reflects increased levels of patient empowerment and influence on medical decision-making. Susan's extensive experience in this field is relatively unique, while being quite complimentary to Ovation's core competencies in outcomes research, health economics, and disease/product registries."

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## Suppliers POOL

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### Jayne **CHAPLICK**

Jackie **DILLON**

Margaret **NOON**

Doctors+Designers Expands Company Roster With Three Appointments

Doctors+Designers, a health education company for the pharmaceutical industry, has added a new account manager to its salesforce, Jayne Chaplick.

Ms. Chaplick held positions in pharmaceutical sales and healthcare ad agency account management, most recently as senior account executive with FCB HealthCare.

"Jayne is a great addition to our account team by virtue of her diverse experiences in the pharmaceutical industry and her innate understanding of our customers needs," says Diane Teasdale, VP of client services at Westfield, N.J.-based Doctors+Designers. "She is responsible for presenting and selling our distinctive Strategic Health Education Programs."

Ms. Chaplick is a graduate of Slippery Rock University.

In addition, Margaret Noon has been named to the newly created position of creative director and Jackie Dillon to the newly created position of art director. Ms. Noon is responsible for developing and leading the creative team of writers, designers, illustrators, and photographers on inquiries and assigned programs.

Ms. Dillon has joined the design team to create and implement the company's educational concepts.

Ms. Noon, who has an extensive creative background in both Rx and OTC medications, was most recently senior VP, creative director, at Lowe McAdams Healthcare in New York, where she started the Madison Ave. office and supervised the creative department. Ms. Noon also served as senior VP, associate creative director at Sudler & Hennessey Inc., where she was responsible for Amgen's Neupogen, Hoffmann-La Roche's Rocephin, AstraZeneca's Diprivan and Zoladex, amongst other major pharmaceutical brands. She holds a BFA in communication design from the Pratt Institute.

Ms. Dillon brings a strong background in concept and design work, having most recently held the position of senior art director at Sandler Communications, a New York healthcare advertising agency. While at Sandler Communications, she worked on such healthcare accounts such as Medeva Pharmaceuticals, Aventis Pharmaceuticals, and Boehringer Ingelheim Pharmaceuticals.

Ms. Dillon also has served as art assistant at Mark Weinberg Design and junior art director at Todd Lerner Advertising with a focus on consumer accounts such as Tommy Boy Records, Ad Club of NY, and the Smithsonian. She holds a BFA in Communication Design from the Pratt Institute.

"We are very fortunate to expand our art and design department team with key creative experts of Margaret's and Jackie's caliber," says Roy Broadfoot, president and CEO of Doctors+Designers. "Their in-depth experience in creative management and pharmaceutical advertising will enhance our award-winning and creative health-education work."

## Jeff SMITH

### Pharmaceutical Direct Appoints Business Development Manager

Pharmaceutical Direct Inc., a direct mar-

keting company based in Dover, N.J., has appointed Jeff Smith as business development manager.

Mr. Smith has more than 15 years of experience providing direct-marketing services to the pharmaceutical industry, including database building programs, direct-mail strategies, coupon programs, and DTC/DTP programs. He comes to Pharmaceutical Direct from PPS Medical Marketing Group.



## Angela WALLACE

### Search Masters Opens San Diego Office, Names Executive to Lead Western Operations

Search Masters International, a unit of Kelly Scientific Resources, a leader in scientific staffing, has opened an office in San Diego, and named executive recruiter Angela Wallace to head the office.

She has been in the recruiting industry for more than three years, and has specialized in scientific recruitment for the past two years with Kelly Scientific Resources. Ms. Wallace holds a bachelor of science degree in chemistry from Louisiana Tech University.

Search Masters International serves numerous disciplines in the biotech and pharmaceutical fields. Its San Diego office serves pharmaceutical and biotech companies in the Western states with particular emphasis on Seattle, San Francisco, San Diego, and Denver.

## Media POOL

### David BURDA Barbara KIRCHHEIMER

#### Modern Healthcare Promotes Two Journalists to Positions of Editor, News Editor

Award-winning journalist David Burda has been promoted to the position of editor of *Modern Healthcare*, while Barbara Kirchheimer fills the position of news editor.

Mr. Burda, 41, has been *Modern Healthcare's* news editor since December 1996. He joined the weekly news magazine in 1987 as a reporter, covering legal affairs, labor and quality of care. In 1993, Mr. Burda won a Jesse H. Neal Award by the American Business Press for best magazine story of the year for his June 15, 1992, *Modern Healthcare* article on hospital

charity care. Mr. Burda replaces long-time editor, Clark Bell, who was recently named publisher of sister publication, *Modern Physician*. Mr. Burda holds a MA in journalism from Indiana University and a BA in English from Elmhurst College.

Ms. Kirchheimer, 31, who takes on the role vacated by Mr. Burda has been a reporter covering investor-owned hospitals for *Modern Healthcare* since 1999.

Before joining *Modern Healthcare*, Chicago, Ms. Kirchheimer was a business reporter at the *Kalamazoo Gazette*, a daily newspaper in Michigan, and a senior Capitol Hill reporter for the weekly tax policy magazine, *Tax Notes*. She holds a master of science degree in journalism from Columbia University's School of Journalism, New York, N.Y., and a BA in political science from Williams College, Williamstown, Mass.

## Michael D. MAVES, M.D.

### AMA Selects Medical and Association Management Expert to Head Organization



Michael D. Maves, M.D., takes over as executive VP and CEO of the American Medical Association, the nation's oldest and largest physician's group.

Dr. Maves, 53, brings extensive medical and

association management experience to his new AMA position. He served as executive VP of the American Academy of Otolaryngology — Head and Neck Surgery Inc. from 1994 to 1999. Most recently, he headed the Consumer Healthcare Products Association in Washington, D.C.

"Dr. Maves is a proven leader who has distinguished himself across many fronts — academia, organized medicine, and association management," says Timothy T. Flaherty, M.D., chairman of the AMA Board of Trustees. "The AMA is excited about the leadership and vision he will bring to our association."

An active participant in organized medicine throughout his professional career, Dr. Maves has served as a specialty society representative and alternate delegate to the AMA House of Delegates as well as a governor of the American College of Surgeons. He has served as a member of the board of the St. Louis Metropolitan Medical Society, a councillor of the St. Louis Surgical Society, and a delegate to the Missouri State Medical Association. Dr. Maves was a member of the initial AMA Resource-Based Relative Value Scale Update Committee, and has testified before Congress, the Centers for Medicare & Medicaid Services

and the Food and Drug Administration. In addition, he is a consultant to the clinical center at the National Institutes of Health in Bethesda, Maryland. He currently co-chairs the medical/surgical panel of the CMS Medicare Coverage Advisory Committee and serves on its executive committee.

A clinically trained and board-certified otolaryngologist, Dr. Maves has distinguished himself in academic circles as well. He has

served as professor and chairman for the Department of Otolaryngology — Head and Neck Surgery at Saint Louis University College of Medicine. He also has held faculty appointments at the University of Iowa Hospitals and Clinics, and at Indiana University School of Medicine. Presently, he is adjunct professor at the Saint Louis University School of Medicine and at the Georgetown University Medical Center, where he still practices part time.

Dr. Maves is the author of about 100 peer-reviewed medical journal articles and book chapters, and has lectured extensively on such topics as head-and-neck surgery, medical practice and medical economics. He received his undergraduate degree from the University of Toledo and his medical degree from The Ohio State University. He received his MBA from the University of Iowa College of Business Administration.

## Agency POOL

### Mark **ALVINO**

#### Feinstein Kean Healthcare Announces Promotion

Feinstein Kean Healthcare, an Ogilvy PR Worldwide company, has promoted Mark Alvino to senior VP of corporate communications from VP of the division.

In this capacity, he continues to provide senior strategic counsel to clients, grow existing business, and spend a significant portion of his time on new business efforts.

Mr. Alvino joined Cambridge, Mass.-based FKH in October 2000, and has been responsible for managing both investor and corporate communications programs for many private and public companies.

"Mark's insight and expertise in investor relations has been critical to successful programs for many of our clients," says Pat Jones, managing director. "In his new role, we can expand his senior counseling across our client base and create new programs for reaching the investor community."

Before joining FKH, Mr. Alvino served as VP of investor relations and managed the New York office of Allen & Caron, Inc., an investor relations agency.

### Ben **FRYE** Zarie **LOROW** Michelle **YOUNG**

#### Ad-Tech Communications Adds to Staff

Ad-Tech Communications, Hollywood, Fla., which is undergoing significant expansion with projections for continued growth into 2002, has named Ben Frye to the client servicing team. As an account executive, Ben applies an extensive knowledge base of biochemistry, microbiology, anatomy, physiology, nutrition and alternative therapies with experience

in medical and health-related sales, sales training, and marketing.

Mr. Frye's sales and marketing experience covers a broad range of products, professional, and paramedical audiences and points-of-trade including primary-care physicians, dermatologists, plastic/cosmetic surgeons, women's health clinics, rehabilitation units, pharmacists, aestheticians, consumers/patients, and health-related wholesalers and retailers. His marketing communications experience covers these same audiences and includes the successful implementation of personal selling, trade shows/special events, traditional broadcast, interactive electronic, and outdoor media.

In related agency news, Michelle Young joins Ad-Tech as traffic manager. Ms. Young manages the logistics and scheduling of jobs within the agency and shepherds each project successfully through a system and process she designed in conjunction with the agency's management and IT team.

"The system and process, though internal to the operations of the agency, are truly client-centered," says Dan Palmer, Ad-Tech Management Partner. "They coordinate the account servicing, creative, proofing/editing, production, media planning, finance, and administrative resources of the agency to efficiently achieve the balance of timing, quality, promotional impact, and cost that have become an Ad-Tech hallmark on every program the agency undertakes for clients."

In addition, Zarie Lorow joins the agency as production manager. Ms. Lorow brings a marketing, sales promotion, printing, paper, and graphic reproductions background to the position of production manager. She has experience as an account executive, marketing manager, sales promotion manager, and production manager.

### Ken **LIATSOS** Lehman Millet Taps Agency Veteran as Director of Client Services

Agency veteran Ken Liatsos has joined LehmanMillet Inc. in the new position of VP and director of client services, focusing on ensuring continuity of client service in the

midst of agency growth. Mr. Liatsos brings more than 15 years at top New England agencies to Lehman Millet. He has managed accounts for many large national and multinational corporations, including American Express, AT&T, Humana, Express Scripts, Harvard Pilgrim Healthcare, Mobil Oil Corp., and British Airways. In addition, as VP and practice leader of Hill Holiday's Integrated Healthcare Marketing Group, Mr. Liatsos gained broad strategic insight into healthcare industry issues.

"Ken Liatsos is a seasoned strategist and account professional," says Bruce Lehman, president and CEO of the Boston-based agency. "As we continue our rapid growth, we want to ensure that our focus remains on delivering clients shrewd strategy, outstanding creative, and exceptional service. Ken will make sure we do."

Health!Quest Global Communication Partners, the healthcare marketing services network, acquired Lehman Millet as its flagship company in the device and diagnostics sector.

Please send your personnel announcements to [feedback@pharmalinx.com](mailto:feedback@pharmalinx.com).



#### INDUSTRY SNAPSHOT

### Employee recruitment and selection

Top pharmaceutical companies believe that year-round recruitment is a value-added process that is critical to the company's future growth.

Among the key components of managing recruitment and selection as an ongoing core process, according to Best Practices LLC, are designing an automated front end to screen candidates, accurate corporate forecasting of recruitment needs, tracking key recruitment measures, and implementing strategies to deal with advancements and trends in the recruitment process.