



Pharma POOL

Robert **BERTOLINI**

Schering-Plough Appoints Executive VP, Chief Financial Officer



Schering-Plough has appointed Robert J. Bertolini as executive VP and chief financial officer. He also serves on the Schering-Plough executive-management team. Schering-Plough, Kenilworth, N.J., is a global

research-based company. Mr. Bertolini, 41, succeeds Jack L. Wyszomierski, who has left the company to pursue other interests.

Mr. Bertolini, who previously was the lead partner in PricewaterhouseCoopers' global pharmaceutical industry group, managed a global organization of 1,500 professionals and 150 partners serving the pharmaceutical industry and other health-related industries.

He has extensive experience in audit, financial controls, and corporate governance as well as in acting as a senior adviser to top management on financial and general business issues, including licensing and M&A transactions.

Mr. Bertolini graduated with a B.A. in economics from Rutgers University. He is a certified public accountant.

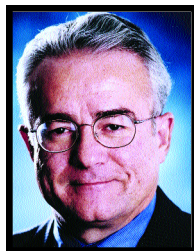
Dr. Peter **CORR**

Dr. John **LAMATTINA**

Pfizer Undergoes Organizational Changes

Pfizer's formation of Pfizer Human Healthcare, which includes Pfizer Global Research and

Development, Pfizer Global Pharmaceuticals, and Pfizer Global Manufacturing, has led to the expansion of responsibilities for two executives.



In an expanded role, Peter Corr, Ph.D., senior VP of science and technology, is focusing his leadership efforts on product licensing, the development of scientific partnerships, medical relations, and science policy.

Dr. Corr has been instrumental in the development of Pfizer's scientific policy, and he has helped the company integrate the R&D organizations of Warner-Lambert and Pharmacia.



John LaMattina, Ph.D., who heads Pfizer's worldwide research, has been named president of Pfizer Global Research and Development. He joined Pfizer in 1977 and has held positions of increasing responsibility for Pfizer

Central Research.

Pfizer, New York, discovers, develops, manufactures, and markets prescription medicines for humans and animals and consumer brands.

Edward **JACOBS**

Dr. Audrey

JAKUBOWSKI

Executive Promotions and Senior Appointments at SuperGen

Edward Jacobs has been promoted to chief operating officer at SuperGen. Based in Dublin, Calif., SuperGen is a pharmaceutical company dedicated to the development and commercialization of products intended to treat life-threatening diseases, particularly cancer. Previously

Mr. Jacobs was chief business officer and chief financial officer. In addition to Mr. Jacob's operational duties, he serves as the head of the company's European subsidiary, EuroGen, and as he continues efforts to expand the commercialization of the company's products.

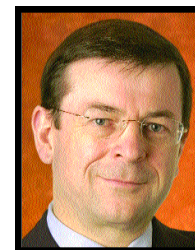
Audrey Jakubowski, Ph.D., has been promoted to senior VP of regulatory affairs. She has held a number of executive positions in international regulatory affairs.

Biotechnology POOL

Dr. Michael

MCDONALD

Seattle Genetics Names Chief Medical Officer



Seattle Genetics has named Michael McDonald, M.B., Ch.B., M.R.C.P., as chief medical officer. Seattle Genetics, Bothell, Wash., discovers and develops monoclonal antibody-based therapeutics to treat cancer and other human diseases. Dr. McDonald oversees regulatory compliance, implementation, and strategy of Seattle Genetics' clinical programs.

Dr. McDonald, 50, brings to Seattle Genetics more than 20 years of experience in drug development and regulatory processes, most recently at Eli Lilly where he served as VP of global clinical research and medical affairs. His clinical experience includes honorary clinical assistant in cardiology at the Royal Surrey Hospital in Guildford, England.

He received his medical degree from Edinburgh University in Scotland and is a member of the Royal College of Physicians in London.

Biopharmaceutical POOL

John L.

ARMSTRONG JR.

Genaera Appoints Executive VP

Genaera has named John L. Armstrong Jr. as executive VP, responsible for manufacturing functions. Genaera, Plymouth Meeting, Pa., is a biopharmaceutical company committed to

developing medicines for serious diseases from genomics and natural products.

Mr. Armstrong brings to Genaera more than 34 years of executive responsibility in the pharmaceutical industry, with a manufacturing emphasis. He previously served as CEO of Mills Biopharmaceuticals, a subsidiary of UroCor, and as VP of business development at UroCor. Mr. Armstrong was also president and chief operating officer at Oread.

Dr. Michael HANLEY

Amylin Pharmaceuticals Names VP, Discovery Research

Michael Hanley, Ph.D., has joined Amylin Pharmaceuticals as VP of discovery research. Amylin, San Diego, is a biopharmaceutical company dedicated to developing innovative medicines to improve the lives of people with metabolic diseases. Dr. Hanley has served on the scientific advisory board of Amylin since 1992, and for the past six months has served as a senior scientific advisor to the company.

Dr. Hanley oversees Amylin's discovery research in the areas of research chemistry, *in vivo* modeling, and cell and molecular biology.

From 1981 to 1997, Dr. Hanley held faculty positions at Imperial College, London, the Medical Research Council Laboratories, Cambridge, and the University of California at Davis, where he was professor of biological chemistry.

Dr. Hanley has served on advisory or review panels for the National Institutes of Health, the Medical Research Council and Wellcome Trust of Great Britain, and for the governments of Australia, Singapore, New Zealand, Hong Kong, Denmark, and Japan.

He received a bachelor's degree in biochemistry and a Ph.D. in molecular biology from the University of California, Berkeley.

Thomas P. MATHERS

Peptimmune Appoints President



Peptimmune, a privately held biopharmaceutical company in Cambridge, Mass., has named Thomas P. Mathers as president. Mr. Mathers, 37, has more than

12 years of executive management, sales, and marketing experience in the life-sciences and medical-device industries. He served most recently as president and CEO of Cell Based Delivery, an implantable protein therapeutics delivery

company. Before that, Mr. Mathers was VP and general manager of Cardion Pharmaceuticals.

He earned his bachelor of science degree in engineering from the United States Military Academy at West Point. He served as an Apache helicopter pilot during the Gulf War and earned the rank of captain.

Dr. Debra ODINK

Dr. Matthew A. WIKLER

Peninsula Pharmaceuticals Enhances Senior-Management Team

Peninsula Pharmaceuticals, a private biopharmaceutical company in Alameda, Calif., has promoted Matthew A. Wikler, M.D., to executive VP and chief medical officer, and Debra Odink, Ph.D., to VP of pharmaceutical chemistry and product development.

Dr. Wikler joined Peninsula as chief medical officer in 2002 and has more than 20 years of experience in the pharmaceutical industry, with extensive knowledge in drug and biologic development and regulatory affairs, pharmaceutical outcomes research, and medical affairs. Dr. Wikler has held high-level positions of responsibility at numerous pharmaceutical companies and spent two years at the FDA as deputy director for the division of anti-infective drug products.

Dr. Wikler received his B.A. from Franklin and Marshall College, his M.D. from Temple University, and a MBA from the Wharton School of Business. In addition, Dr. Wikler

completed his infectious diseases fellowship at the Hospital of the University of Pennsylvania, and is a Fellow of the Infectious Diseases Society of America.

Dr. Odink joined Peninsula in 2002 and has more than a decade of global pharmaceutical chemistry and product development experience. Before joining Peninsula, Dr. Odink contributed to multiple development programs at both Elan Pharmaceuticals and Hoffmann-La Roche.

Dr. Odink obtained her bachelor of science in chemistry at California State University, Stanislaus, and her Ph.D. in inorganic chemistry at the University of California, Davis.

Specialty POOL

Dr. W. James

ALEXANDER

Pozen Names Senior VP, Product Development

Pozen has named W. James Alexander, M.D., M.P.H., F.A.C.P., as senior VP of product development. Pozen is a Chapel Hill, N.C.-based pharmaceutical company focused on diseases with unmet medical needs. The company has an advanced product pipeline in the field of migraine.

In this role, Dr. Alexander is responsible for

BIOSTRATUM COFOUNDER WINS HOMER W. SMITH AWARD

The American Society of Nephrology (ASN) has awarded Billy G. Hudson, Ph.D., its highest honor, the Homer W. Smith Award.

The award is presented each year to an individual who has made an outstanding contribution to kidney research. The ASN conferred this year's award to Dr. Hudson for his seminal research on the type IV collagen family that has led to an understanding of the molecular basis of autoimmune and hereditary kidney diseases.

Dr. Hudson is the Elliot V. Newman Professor of Medicine and Biochemistry, and Director of the Vanderbilt Center for Matrix Biology at Vanderbilt University. He also is a cofounder of BioStratum and an expert on the structure and function of the basal lamina and its involvement in numerous disease processes. Dr. Hudson's research has advanced the understanding of the role of the basal lamina in diabetic kidney disease, Goodpasture autoimmune disease, Alport hereditary nephritis, and tumor-induced angiogenesis.

These advances have led to the discovery of two

promising drug candidates by BioStratum: Pyridorin for the treatment of diabetic kidney disease, which has recently completed Phase II clinical trials; and Angiocol for the inhibition of tumor growth and angiogenesis, which has been approved by the FDA to begin clinical trials. Dr. Hudson is an author of more than 150 scientific publications and an inventor on 20 issued patents.

BioStratum, Research Triangle Park, N.C., is a leader in basal lamina research and is focused on the discovery and development of novel therapeutic agents for the treatment of diabetes and diabetic complications.



Dr. Billy Hudson has been recognized for his contributions to kidney research.

leading the company's product development activities, which include overseeing toxicology, pharmaceuticals, clinical operations, biostatistics, data management, and regulatory affairs. He also is a member of the executive committee.

Most recently, Dr. Alexander was chief medical officer for Inveresk Research Group. Previously, he was president and chief medical officer at PharmaResearch with global responsibilities for medical and regulatory operations.

Dr. Alexander received his M.D. from the University of Mississippi and his M.P.H. from the University of Alabama at Birmingham. He is board certified in internal medicine and infectious diseases.

Drug-Delivery POOL

Dr. Jeffrey **MCGUIRE**

Business Development VP
Appointed for West
Pharmaceutical Services Drug
Delivery Division

Jeffrey McGuire, Ph.D., has joined West Pharmaceutical Services, Lionville, Pa., as VP of business development, Drug Delivery Division, North America. The division provides clients with the science, engineering, and know-how necessary to take pharmaceutical products to the market.

In this role, Dr. McGuire is responsible for establishing collaborations and licenses with North American pharmaceutical and biotechnology companies. Before joining West, Dr. McGuire was the senior VP of scientific affairs for Enzon.

Dr. McGuire earned a Ph.D. in life sciences from the University of Delaware and a B.S. in biological science from the Massachusetts Institute of Technology. He also completed postdoctoral research at Harvard Medical School.

Device/Diagnostic POOL

Al **KRAUS**

RenalTech Selects Dialysis Industry
Veteran as CEO and President

RenalTech International, a New York-based medical-device company, has named Al Kraus president and CEO, replacing interim CEO Bruce Davis.

Mr. Kraus, has more than 20 years of experience in the dialysis industry and formerly was president and CEO of medical startup NOvoVascular.

Mr. Kraus joins RenalTech as the company prepares to begin human clinical studies for three separate applications of its adsorbent polymer technology.

Dr. Surya N. **MOHAPATRA**

Quest Diagnostics Announces
Succession Plan

Quest Diagnostics, a provider of diagnostic testing, information, and services located in Teterboro, N.J., has begun implementing a succession plan in which Surya N. Mohapatra, Ph.D., will succeed Kenneth W. Freeman as CEO in May 2004. At that time, Mr. Freeman will continue as chairman.

Dr. Mohapatra currently is president and chief operating officer, and Mr. Freeman is chairman and CEO.

Dr. Mohapatra joined the company in February 1999 as senior VP and chief operating officer and was appointed president in June 1999. He was elected to the board in October 2002. He is responsible for the day-to-day management of Quest Diagnostics and has played an important role in the growth and strategic direction of the company.

Before joining Quest Diagnostics, Dr. Mohapatra served as senior VP and a member of the executive committee of Picker International, a manufacturer of advanced medical-imaging technologies.

He holds a bachelor of science degree in electrical engineering from Sambalpur University in India, a master of science degree in medical electronics from the University of Salford in England, and a doctorate in medical physics from the University of London in England.

Paul T. **TOUHEY JR.**

Fujirebio Diagnostics
Announces New President,
Chief Operating Officer

Fujirebio Diagnostics Inc. (FDI), a leader in cancer diagnostics, has promoted Paul T. Touhey Jr. to president and chief operating officer. Fujirebio Diagnostics, Malvern, Pa., is the U.S. operation of Tokyo-based Fujirebio.

Mr. Touhey continues to integrate Fujirebio's products into the current U.S. product line and build the infrastructure to support the research and development of new assays.

Mr. Touhey began his career with FDI, formerly the Diagnostics Division for Centocor, in 1985. He has held a number of positions during his career with FDI, including his

most recent, senior VP of operations, where he was responsible for the company's manufacturing business and its growth in the contract manufacturing sector. He also played an integral role in the sale of Centocor's diagnostics business to Fujirebio.

Discovery POOL

Dr. Frank H. **VALONE**

Bayhill Therapeutics Appoints VP
of Medical Affairs

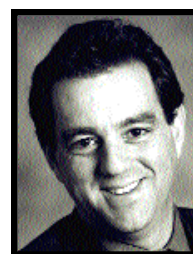
Bayhill Therapeutics, a developer of novel therapeutics for the treatment of autoimmune diseases located in Palo Alto, Calif., has named Frank H. Valone, M.D., as VP of medical affairs. Most recently, Dr. Valone was at Titan Pharmaceuticals where he had responsibility for the clinical development of three antibody vaccines, as well as several small molecule and cell therapy development programs for CNS diseases and cancer. His responsibilities have also included preclinical and regulatory activities.

Dr. Valone holds a M.D. from Harvard Medical School. He was made a fellow in allergy, rheumatology, and immunology at Brigham & Women's Hospital in 1977 and a fellow in medical oncology at the Dana Farber Cancer Institute in 1980.

Emerging POOL

Barry **GREENE**

Alnylam Pharmaceuticals Names
Chief Operating Officer



Alnylam Pharmaceuticals, a therapeutic RNA interference company located in Cambridge, Mass., has appointed Barry Greene chief operating officer. He has almost 20 years of experience in leadership, management, and business roles with pharmaceutical and biotechnology companies.

As Alnylam's chief operating officer, Mr. Greene leads the company's business operations, strategy, corporate development, intellectual property, and commercialization functions and serves as a member of the company's management team

Mr. Greene formerly was general manager

of oncology at Millennium Pharmaceuticals. In 2003, Mr. Greene was named a senior scholar for the Fuqua Health Sector Management Program at Duke University, where he lectures and contributes to the academic vision of the business program.

CRO POOL

Dr. George **PERENTESIS**

Dr. Ernest **RICHARDS**

Bruce **TEPLITZKY**

Nicola **WRIGHT**

Promotions at PRA International Enhance Management Team

Clinical-research organization PRA International, McLean, Va., has made several senior-management promotions to support the company's growth strategies.

Bruce Teplitzky has been promoted to senior VP of therapeutic business development.

Mr. Teplitzky directed PRA's efforts to become an industry leader in oncology clinical development and continues to build robust service offerings, including strategic relationships with investigator networks, vendors, and thought leaders worldwide in PRA's core therapeutic areas. Mr. Teplitzky continues to work from PRA's office in Charlottesville, Va.

Nicola Wright, B.Sc., M.Sc., has been promoted to VP of operations at the Reading, England, office.

Ms. Wright formerly was director of clinical-data management and biostatistical services. Her expanded responsibilities include the management of PRA's trials-management center in Reading and PRA's International Data Center in Swansea, Wales.

George Perentesis, Pharm.D., has been promoted to VP of early development services. His role as the head of this new division is to expand PRA's Phase I capacity and early clinical trials expertise in both North America and Europe.

Dr. Perentesis formerly was head of PRA's trials-management center in Eatontown, N.J. Dr. Perentesis is relocating from PRA's New Jersey office to Horsham, Pa.

Ernest Richards, Ph.D., has been promoted to VP of operations based in Eatontown, N.J. Dr. Richards is responsible for managing one of PRA's largest trials-management centers.

Dr. Richards formerly was director of project management.

Service POOL

Michele **BAER**

Jackie **LOEB**

Linn **PARRISH**

Feinstein Kean Healthcare Expands Pharmaceutical and Consumer Health Practice Leadership

Feinstein Kean Healthcare (FKH), a full-service communications consulting firm specializing in the pharmaceutical and biotechnology industries, has expanded its Pharmaceutical and Consumer Health Practice executive team through the appointments of three leading practitioners: Linn Parrish, senior VP; Jackie Loeb, senior VP and media specialist; and Michele Baer, VP. FKH, Cambridge, Mass., is a wholly owned subsidiary of Ogilvy Public Relations Worldwide, a part of the WPP Group.

Ms. Parrish joins FKH with almost 20 years of strategic counsel and communications programming experience. Ms. Parrish holds a bachelor of arts degree from St. Lawrence University and she attended the Universite d'Haute Normandie in France.

Ms. Loeb has joined the FKH Pharmaceutical Practice with more than 15 years of experience in media relations. Before joining FKH, Ms. Loeb worked at Ogilvy Public Relations. Ms. Loeb graduated with a bachelor of arts in mass communications from Penn State.

Ms. Baer has joined FKH with more than nine years of public-relations experience. Ms. Baer earned a bachelor of arts in journalism and political science from Syracuse University and a master of arts in political science from the State University of New York at Stony Brook.

Erin **BALLARD**

Harpreet **SANDHU**

Emron Adds to Staff

Harpreet Sandhu has been named project manager at Emron, a managed healthcare marketing, communications, training, and consulting firm located in Wayne, N.J.

Before joining the organization, Ms. Sandhu was manager of strategic quality enhancement projects at Morris-Somerset IPA. She also spent 10 years with Integrated Health Services of N.J. as the assistant director of nursing/clinical coordinator.

Erin Ballard also has been hired as a project coordinator at Emron. Ms. Ballard spent the last year working for Hale and Dorr as the administrative library reference assistant.

David S. **DUPLAY**

Senior Executive Joins Thomson Healthcare Management Team



Thomson, a provider of integrated information solutions to scientific and healthcare customers, has hired David S. Duplay as executive VP, directory services, for Thomson Healthcare.

Mr. Duplay is a seasoned executive with extensive experience in operations, sales and marketing, information technology, and business development in the life-sciences and healthcare industries. He has experience in building companies, managing profits, raising investment capital, and developing and executing operating sales and marketing strategies.

In his role at Thomson Healthcare, Montvale, N.J., he is responsible for the Physicians' Desk Reference and all of the PDR's ancillary products and services.

Since 2001, Mr. Duplay has been VP and general manager, interactive marketing and global strategic solutions, for a global provider of pharmaceutical relationship-management services.

He has a bachelor's degree in business and marketing from Southwestern University. He is founder, president, and CEO of New Colony Partners; founder, eHealthScience.com; a member of the Senatorial Inner Circle Health Care Committee; a member of the Healthcare Marketing and Communications Council; and a member of the Pharmaceutical Research and Manufacturers of America.

Irene **FORSSEN**

Jim **HOCH**

David **MOAK**

Dr. Gary S. **SILVERMAN**

TVG Adds to Senior Staff

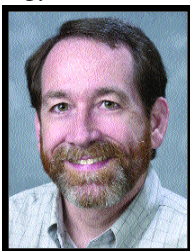


Irene Forssen has joined TVG Marketing Research & Consulting, Fort Washington, Pa., a PDI company that focuses on the marketing of healthcare products in the United States and globally. Previously, she was executive director at NFO Migliara/Kaplan where she worked as director within the research services group and global strategic products group. She is an experienced strategic marketing researcher having worked with

pharmaceutical and other healthcare product companies on a broad range of issues and therapeutic categories.

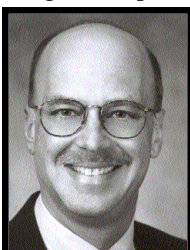
Jim Hoch has joined the company as a dedicated West Coast business development associate. Based in Los Angeles, Mr. Hoch's role is to help strengthen client service to new and existing clients located in the western part of the United States.

With almost 20 years experience in healthcare commercialization, Mr. Hoch has worked with the leading California-based pharma and biotech companies, and his broad therapeutic experience includes work in the fields of oncology, anti-infectives, cardiovascular, autoimmune disease, dermatology, ophthalmology, and anemia.



TVG also has hired David Moak as executive director. Mr. Moak has joined TVG with more than 25 years experience in the healthcare industry. Before joining TVG, Mr. Moak worked in marketing research for both

pharma companies and on the supplier side, most recently as senior research director at TRIAD Research & Consulting. He has expertise in cellular immunopathology and its application to proliferative disorders and organ transplantation.



Gary S. Silverman, Ph.D., has rejoined TVG as VP. With more than 20 years of experience, Dr. Silverman has worked extensively in all areas of pharmaceutical marketing research and has served as a marketing

consultant on several of the industry's leading brands. In his new role at TVG, he is responsible for project consultation and strategic oversight, as well as the professional development of TVG staff members.

Mike GREENWELL

CDC Veteran Joins
Fleishman-Hillard

Mike Greenwell, a communications veteran for the Centers For Disease Control and Prevention (CDC), has joined Omnicom Group's Fleishman-Hillard, a public-relations company based in St. Louis.

As a senior VP, Mr. Greenwell is building on the agency's expertise in healthcare and social marketing, with a particular focus on obesity and chronic diseases. He is based at the company's Atlanta office.

Before joining Fleishman-Hillard, Mr. Greenwell spent 14 years at the CDC.

He received his bachelor's degree in com-

munications and public relations from the University of Missouri.

Brian TATIROSAN

HealthBridge Names Operations
Director



HealthBridge has appointed Brian Tatirosian director of client service operations, responsible for managing pharmaceutical and biotechnology reimbursement programs. HealthBridge, Braintree, Mass., provides pharma-

ceutical, biotechnology, and medical-device companies with innovative reimbursement solutions that support product goals and educate physicians, payers, and patients.

With more than 15 years of experience in biotechnology and call-center management, Mr. Tatirosian previously was a senior manager for Genzyme Biosurgery in Europe and international operations where he was responsible for setting up the European distribution network and providing sales support throughout Europe.

He also held the position of senior manager for customer care at Genzyme, where he managed a multisite call center supporting four sales business units.

Medical-Education POOL

Mary Ellen

CONGLETON

David HABERSTROH

Mary KOHLMAYER

Gary SADLER

MediCom Worldwide Adds Staff for
a Planned Strategic Expansion

MediCom Worldwide, a medical-education company located in Morrisville, Pa., has added new staff members to its professional team to meet the needs of a planned strategic expansion.



Mary Ellen Congleton, director of production, heads up the creative design and production team.

Ms. Congleton comes

to MediCom with more than 20 years of experience as a graphic designer and creative director in the marketing and medical communications arena.



David Haberstroh has joined the company as associate manager of professional meetings. He provides leadership with meeting planning and program development. He has more than 12 years of pharmaceutical meetings, association management, and information-technology program development.



Mary Kohlmayer joins the MediCom team as program manager. Her primary responsibilities include faculty liaison and key account and project management. Ms. Kohlmayer has more than 10 years of results-oriented

experience in the medical-communications industry.



Gary Sadler has joined the company as director of strategic planning, heading up marketing and sales at MediCom. He has more than 20 years of experience in the pharmaceutical and biotechnology industries.

Gisela A. PAULSEN

Health Learning Systems Appoints
Executive VP, Managing Director



Health Learning Systems (HLS), CommonHealth's founding unit located in Wayne, N.J., has appointed Gisela A. Paulsen, M.Pharm., as executive VP, managing director. CommonHealth

is a healthcare-communications resource and a WPP Group company.

In this position, Ms. Paulsen oversees the day-to-day management of medical-education initiatives for several of the agency's clients and also plays an integral role in business-development activities.

Before joining Health Learning Systems, Ms. Paulsen was employed with Vox Medica as senior VP of marketing and business development. Simultaneously, she served as executive VP and was on the board of directors of Vox Medica Europe.

Ms. Paulsen holds a master's degree in pharmacy from Uppsala University in Sweden.

Rosemary SCOLERI

Phoenix Marketing Solutions
Names VP, Operations



Rosemary Scoleri has been named VP of operations at Phoenix Marketing Solutions, a medical-education company located in Warren, N.J.

A medical education and biopharmaceutical specialist with more than

five years of management experience, Ms. Scoleri is responsible for the overall management and operations of projects for clients. She also serves as a member of the senior-management team, assisting in the development of company-wide policies and supervising a staff of 55.

Before joining Phoenix, Ms. Scoleri was operations and project management consultant at Pharmedica Communications and VP of operations, program management, and client services at Boron Lepore & Associates.

A graduate of Rutgers University, she is active in Healthcare Meeting Management and the Healthcare Businesswomen's Association.

Max A. WINKLER JR.

Eastern Region VP Added to
Medsn Sales Team

Medsn, a medical-education, patient-education, and sales-training company, has appointed Max A. Winkler Jr. as area VP, eastern region, with responsibilities for assisting the company's pharmaceutical clients in developing state-of-the-art educational programs.

Before joining Medsn, Culver City, Calif., Mr. Winkler was the senior director of business development with Cardinal Health. Mr. Winkler has 10 years of experience in the pharmaceutical industry, specializing in hospital, managed care, marketing, sales training, and primary care. In addition, he has spent the past five years working in medical communications, including CME program initiatives.

Mr. Winkler graduated with honors from Western New England College with a bachelor of science in marketing.

Association POOL

Sandra SHEWRY

New Director of NGA Center for
Best Practices Health Division

The National Governors Association (NGA)

has named Sandra Shewry director of the health division of the NGA Center for Best Practices. NGA, Washington, D.C., is the instrument through which the nation's governors collectively influence the development and implementation of national policy and apply creative leadership to state issues. The division works with states to identify, share, and implement best practices in the areas of public-health leadership, healthcare cost containment, health-insurance trends, chronic-disease prevention and management, obesity, aging and long-term care, health workforce issues, rural health, mental health, and substance abuse.

Before joining NGA, Ms. Shewry spent 20 years working in health-related analysis, financing, and management for the California state government. Most recently, Ms. Shewry served as executive director of the California Managed Risk Medical Insurance Board.

She earned a M.P.H. and M.S.W. from the University of California, Berkeley, and a B.A. in community studies and psychology from the University of California, Santa Cruz.

Media POOL

Brian BALLARD

Katiuscia LIMA

MMHC/F Adds to Sales Staff

MultiMedia HealthCare/Freedom, Plainsboro, N.J., publisher of *Clinical Geriatrics* and *Annals of Long-Term Care*, has made two additions to its sales department.

Brian Ballard has joined the MMHC/F team as national accounts manager on *Clinical Geriatrics* after a sales career with Eli Lilly.

Katiuscia Lima has joined the company as national accounts manager for *Annals of Long-Term Care*. She previously was an education consultant in financial services for PNC Bank.

Mike CANTOR

Nina DELUCIA

J.C. LANDRY

Emily LEONARD

Ari MIHOS

John SALES

Intellisphere Announces Sales,
Editorial, and Production Hires

Intellisphere, Plainsboro, N.J., publisher of

the *MD Net Guide* has added staff within its sales, production, and editorial divisions. *MD Net Guide* is a peer-reviewed, controlled-circulation print journal series reaching more than 250,000 physicians across nine specialties.

Mike Cantor has joined the company as national accounts representative for Family Medicine Net Guide.

Nina DeLucia has joined the company as national accounts manager for the primary-care line of MD Net Guide publications.

J.C. Landry has been named national accounts representative for the primary care line of MD Net Guide publications.

Emily Leonard has been named assistant editor for all MD Net Guide publications and special projects.

Ari Mihos has joined the company as assistant art director for all MD Net Guide publications and special projects.

John Salesi has been named art director for all MD Net Guide publica-

tions and special projects.

Sally CIOCI

Joan PARKER

Margo ULLMANN

Quadrant Announces Promotion
and Hires

Quadrant HealthCom has promoted Sally Cioci to associate publisher of *Cosmetic Dermatology*. Quadrant, Chatham, N.J., is one of the largest medical publishers in the United States and produces journals in the primary-care and specialty-care fields.

Ms. Cioci has accepted the additional responsibilities of associate publisher while retaining her position as national sales manager of *Cutis*. She has achieved various promotions over the years after joining Quadrant in 1997 as a classified sales representative.

In addition, Margo Ullmann has joined the company as director of special projects, and Joan Parker has been hired as editor for *The Female Patient*.

Ms. Parker has expertise in both journal and book publishing. She served most recently as medical publisher/executive editor at Oxford University Press. Before that, Ms. Parker was at Elsevier Science, where she worked in



various capacities ranging from senior-medical editor to senior publisher.

Ms. Ullmann has joined the *The Female Patient* team as director of special editions. She joins QHI with diverse experience in marketing, promotion, and merchandising.

She previously was the marketing manager for Higgs Medical Products where she developed marketing programs and strategies, created and designed educational and promotional materials, and established pricing.

Kathleen B. DRENNAN

Elsevier Names Editor-in-Chief for Clinical Trials Journal

Elsevier has appointed Kathleen B. Drennan as editor-in-chief for *Controlled Clinical Trials*. Elsevier, New York, is the publisher of scientific, technical, and health-information products and services and is a unit of Reed Elsevier. *Controlled Clinical Trials* is an international journal that publishes manuscripts pertaining to the design, methods, and operational aspects of clinical trials.

Ms. Drennan is chief of global marketing and strategic development for Iris Global Clinical Trial Solutions, a division of The Corbett Healthcare Group.

Agency **POOL**

Wassihun **ALEMAYHU**

inChord Communications Names VP of Research

inChord Communications, an independent healthcare marketing organization, has named Wassihun Alemayhu as VP of research.

He leads the inChord research team and oversees all primary- and secondary-research efforts for inChord's seven companies. Mr. Alemayhu is based in the company's headquarters in Columbus, Ohio, and reports to Vince Parry, chief branding officer of inChord.

Most recently, Mr. Alemayhu served as director of global marketing research at Pharmacia. In this role, he coordinated and integrated the global marketing-research program into the company's business model and developed and implemented marketing-research programs and guidelines from product inception to mature stages of development.

Before joining Pharmacia, he served as marketing research consultant for the CNS global business unit at Eli Lilly.

He holds a bachelor's degree in quantitative economics and two master's degrees: one in statistical analysis and one in econometrics.

Kerry **BAKER**

Will **BECK**

Michael **CEARLEY**

Christina **CHONG**

Dan **D'AGOSTINO**

Bridget **DONOHUE**

Lauren **FLYNN**

Kristen **GENGARO**

Kimberly **GRANATA**

Cara **HUNSBERGER**

Lisbeth **KLAU**

Ula **KURAS**

Michelle

MORGAN-GUIDO

Toby **OSOFSKY**

Ellen **REKANT**

Glen **SANTIAGO**

Lana **STERIN**

Angela **SYKES**

Malaika **WILSON**

Nicole **ZINN**

Accel Announces Additions and Promotions

Accel Healthcare Communications, a New York-based advertising agency, has announced staff additions and promotions.

Kerry Baker has been promoted to account supervisor from senior account executive.

Will Beck has been hired as a copy supervisor. He was a senior copy supervisor at Grey Healthcare.

Christina Chong has joined the agency as publications editor. She was a medical editor at The BioContinuum Group.

Michael Cearley has been promoted to producer from meeting planner.

Dan D'Agostino has been named senior art director. Formerly he was senior art director at SCIENS Worldwide.

Bridget Donohue has been promoted to senior account executive from account executive.

Lauren Flynn has joined the agency as traffic manager from SCIENS Worldwide.

Kristen Gengaro has been promoted to senior account executive from associate scientific director.

Kimberly Granata has been promoted to group art supervisor from design director.

Cara Hunsberger has been named publications editor. She was a senior copy editor at Reed Elsevier.

Lisbeth Klau has been promoted to director of marketing from account supervisor.

Ula Kuras has been promoted to assistant account executive from account assistant.

Michelle Morgan-Guido has been promoted to account supervisor from senior account executive.

Toby Osofsky has been promoted to assistant account executive from account assistant.

Ellen Rekant has been promoted to account supervisor from senior account executive.

Glen Santiago has joined the agency as speaker programs supervisor. He was program coordinator at Phase Five Communications.

Lana Sterin has been brought on board as meeting planner from SCIENS Worldwide.

Angela Sykes has been hired as associate scientific director. She previously was associate writer/editor at PPSI.

Malaika Wilson has been promoted to senior account executive from account executive.

Nicole Zinn has been named senior director of editorial services. She was editorial supervisor at BioScience Communications.

Amy **BELLA**

Alexandrea **BUJNO**

Nancy **CLOUTIER**

Dr. Rebecca

FAIRCLOUGH

Ed **GUNN**

Jennifer **HEMMERICH**

Michael **KEHLMEIER**

Kathleen **MURPHY**

Erin **O'BRIEN**

Stephen **PRINCE**

Elizabeth **RAMICONE**

Kurt **RICHARDS**

Tom **SAWYER**

Gerbig, Snell/Weisheimer

Announces Hires and Promotions

Gerbig, Snell/Weisheimer (GSW), an

independent healthcare advertising agency based in Columbus, Ohio, and part of inChord Communications, has added to its staff.

Amy Bella has been named account executive. She acts as the primary contact on all day-to-day account activity for one of GSW's consumer accounts.

Before GSW, Ms. Bella served as account executive at Barefoot Advertising. She holds a bachelor's degree in advertising management from the E.W. Scripps School of Journalism at Ohio University.

Alexandrea Bujno has been named marketing coordinator. She is responsible for the day-to-day logistical details for several of GSW's new accounts. She is based in GSW's New York office.

Previously, she was assistant manager at the Rockefeller Group Business Center.

Nancy Cloutier has been named account executive. She acts as the primary contact on all day-to-day account activity for one of GSW's pharmaceutical accounts.

Ms. Cloutier joins GSW from Lane Bryant, where she served as marketing intern. She holds a bachelor's degree in marketing and international business from The Ohio State University.

Rebecca Fairclough, Ph.D., has been named scientific writer. In this role, she is responsible for medical writing, proofreading, researching, and developing technical briefings for GSW's European clients. She is based in GSW's London office.

Dr. Fairclough joins GSW from Glaxo-SmithKline. She holds a doctorate in molecular biology from the University of Oxford and a bachelor's degree in genetics from Birmingham University.

Ed Gunn, formerly account director, has been promoted to VP/account director. He serves as the leader for overall business efforts and manages client relationships for GSW pharmaceutical accounts. He holds a bachelor's degree from The University of South Florida.

Jennifer Hemmerich has been named account coordinator. She holds a bachelor's degree in marketing/international business from Miami University.

Michael Kehlmeier has been named electronic art specialist, with responsibility for assessing and finalizing designs before printing.

He joins GSW from Consumer News Services. He holds a bachelor's degree in journalism from The Ohio State University.

Kathleen Murphy has been named creative project manager.

Her background includes 10 years as production manager at Lord, Sullivan & Yoder. Ms. Murphy attended The Ohio State University.

Erin O'Brien has been named account

director. She oversees the development and implementation of strategic direct marketing programs and integrated marketing campaigns for one of GSW's consumer clients.

Before joining GSW, Ms. O'Brien served as director of marketing for the Fund Evaluation Group. She holds a bachelor's degree in mass communications from Wright State University.

Stephen Prince has been named account director for GSW's direct marketing team. He works with consumer and business-to-business clients on strategic direct marketing programs.

Before joining GSW, Mr. Prince was self-employed. He holds a master's degree in integrated marketing with an emphasis in database marketing from Northwestern University and a bachelor's degree in communications from Brigham Young University.

Elizabeth Ramicone has been named editor.

Before joining GSW, Ms. Ramicone served as a contract proofreader for the Ross Products Division of Abbott Laboratories. She holds a bachelor's degree in business/communications from Miami University.

Kurt Richards has been promoted to VP/associate creative director from associate creative director. Mr. Richards is responsible for overseeing one of GSW's creative service teams, providing direction on creative work, as well as developing client relationships. He holds a bachelor's degree from Kent State University.

Tom Sawyer has been promoted to VP/account director from account director. Mr. Sawyer is responsible for leading overall business efforts and managing client relationships for several of GSW's pharmaceutical accounts. He holds a bachelor's degree from the University of Illinois.

Val **DIFEBO**

Judith **ROTKER**

Deutsch New York Announces Appointments

Deutsch has appointed Val DiFebo, 41, as general manager of its New York operation.

An 11-year veteran of Deutsch, Ms. DiFebo served most recently as managing partner, director of client services. She retains her managing partner title.

As general manager of Deutsch NY, Ms. DiFebo focuses on building and strengthening client relationships and providing high-level strategic counsel, as well as continuing to strengthen Deutsch's integrated marketing and organic business growth.

In addition, Judith Rotker, 55, has been named director of administration and policy. Ms. Rotker joined Deutsch in 1999 as senior

VP, director of operations for directDeutsch, responsible for all administration and staffing on the direct business. In 2000, she took on additional responsibility for iDeutsch.

Howard **FRIEDMAN**

Stephen **GALLUCCIO**

Nancy **JEMAS**

John **O'BRIEN**

Joann **RUDE**

The Xchange Group Adds Five to Staff

The Xchange Group, CommonHealth's relationship-marketing unit located in Parsippany, N.J., has added five new hires to its staff. CommonHealth is a healthcare-communications resource and a WPP Group company.



Howard Friedman has been hired as an associate creative director. He supervises the creative development of consumer and professional relationship-marketing programs at the agency.

Mr. Friedman previously was with Grey E Marketing, a division of Grey Direct, as creative director.



Stephen Galluccio has joined The Xchange Group as a digital strategist.

His responsibilities include developing strategic direction for consumer and professional digital programs, conducting research for and providing analytics on competitive issues, and providing program design specifications, including user flow and interaction design.

Mr. Galluccio previously was a product developer with StartSimple.



Nancy Jemas has been named traffic manager at The Xchange Group. She develops schedules and estimates for all active jobs and tracks costs to ensure that all projects are completed on time and within budget.

Before joining the agency, Ms. Jemas was a marketing resource manager with Lucent Technologies.

John O'Brien has joined the Xchange Group's senior-management team as a VP, management supervisor.

In this role, he oversees all relationship-



marketing initiatives for his assigned accounts.

Before joining the Xchange Group, Mr. O'Brien served as VP of marketing at Inlumen, an Internet technology company. He has also held account management positions with Ogilvy & Mather Direct and Wunderman Worldwide.



Joann Rude has been hired as a business manager. In this capacity, she manages the production activities for assigned accounts.

Before joining the Xchange Group, Ms. Rude held the title of project manager at AT&T.

Dr. Annemarie **GALLO** Rhea **OGAWA**

DVC Healthcare Expands Medical and Account Services

Annemarie Gallo, M.D., has been named medical writer and Rhea Ogawa has been named senior manager, account services, at DVC HealthCare, a division of DVC Worldwide that combines scientific expertise with strategic and creative marketing solutions to improve the speed to market, accelerate brand up take, and increase brand loyalty.

Dr. Gallo applies her medical training, clinical experience, and scientific knowledge to develop a variety of communication vehicles, including publication plans and medical-education materials. Previously, she served as a surgical resident at the University of Pennsylvania's Department of Surgery. Dr. Gallo graduated from St. Joseph's University and the University of Pennsylvania School of Medicine.

Ms. Ogawa, who previously worked at both public-relations and medical-education agencies, provides client-service support and account management. She graduated from La Salle University.

Jeffrey **HACK** Senior Copywriter Named at Integrity Healthcare

Integrity Healthcare Communications, Woodbridge, N.J., has appointed Jeffrey Hack to the new position of senior copywriter. Integrity is the newest agency in the HealthSTAR marketing network.

Mr. Hack has joined Integrity from CommonHealth and is working on a broad range of



products for the agency's pharmaceutical and biotechnical accounts. At CommonHealth, Mr. Hack worked on the Procrit and Doxil accounts as well as the Busulfex launch.

Mr. Hack holds a B.A. in English from Rutgers University.

Debra **HIRSCHHORN** TFA Promotes VP to Associate Creative Director

Thomas Ferguson Associates has promoted Debra Hirschhorn to VP, associate creative director, from VP, group copy supervisor. Thomas Ferguson, Parsippany, N.J., is the founding professional advertising and promotion unit of CommonHealth, a WPP Group company.

In this new position, she oversees content development of professional advertising materials for her assigned brands and also contributes to new business opportunities.

Tiffany **RYAN** Palio Names Account Supervisor



Tiffany Ryan has been promoted to account supervisor at Palio Communications, a full-spectrum advertising and communications agency located in Saratoga Springs, N.Y., and a subsidiary of inChord Communications.

Ms. Ryan joined Palio in 2000. Her primary role at the agency includes the management of several large accounts for Glaxo-SmithKline in the HIV marketplace.

She holds a bachelor's degree in public

relations from the State University of New York.

Dr. Christopher **TOBIAS** Dudnyk Healthcare Appoints Neuroscience/Oncology Researcher As Medical Expert



Dudnyk Healthcare Group (DHG), Horsham, Pa., a healthcare agency and part of the Dudnyk Group of Marketing Companies, has appointed Christopher Tobias, Ph.D., as scientific director.

Dr. Tobias is an experienced medical researcher, speaker, and writer with expertise in neuroscience, oncology, spinal-cord trauma, gene therapy, and stem-cell biology.

He is establishing a framework for business development for DHG within the scientific and medical fields.

Dr. Tobias' appointment provides Dudnyk and its clients with an important resource to address the complex medical and scientific issues that impact the marketing of healthcare products and services.

In addition, his responsibilities include helping to expand the agency's service offerings into areas such as publication planning and medical/scientific writing.

Before joining Dudnyk, he served as senior scientific writer for Trinity Communications.

Dr. Tobias earned his Ph.D. in neuroscience at Drexel University's College of Medicine, his master of science degree in physiology from the Georgetown University Medical Center, and his bachelor of science degree in medical technology at Michigan State University.

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