



Pharma POOL

Dr. Peter **KRUSE**

Tom **MARTIN**

Dr. Brett E. **SKOLNICK**

Novo Nordisk Expands Clinical
Development Staff in U.S.
BioPharmaceuticals Division,
Promotes IT Staff Member

Novo Nordisk has announced the appointment of Brett E. Skolnick, Ph.D., as director of clinical research, and Peter Kruse, M.D., Ph.D., as associate medical director in its U.S. BioPharmaceuticals business unit. Novo Nordisk's U.S. headquarters are in Princeton, N.J., and its global base is in Denmark.

In their new positions, Dr. Skolnick and Dr. Kruse will be responsible for establishing new clinical research involving new indications for the company's biopharmaceutical product NovoSeven Coagulation Factor VIIa (recombinant).

Dr. Skolnick is a neuroscientist with an 18-year academic career on faculty at the University of Pennsylvania where he retains a title of adjunct associate professor. While there, he initiated and directed the acute stroke clinical trials unit as well as established and directed the Stereotactic Neurosurgical Program. He joins Novo Nordisk following a three-year tenure with Quintiles Inc., a multinational contract research organization. While with the company, he served as executive director for CVA, a neurology-focused division, and later as executive director of Drug and Device Development Solutions, a Quintiles consulting group working with most of the major pharmaceutical companies.

Dr. Skolnick received his doctorate and master's degrees in human psychophysiology from Washington University in St. Louis and his bachelor's degree in psychology from the University of Maryland in College Park. He did a two-year postdoctoral fellowship at the University of Pennsylvania before joining the clinical faculty.

Dr. Kruse joined Novo Nordisk's international marketing team in 2000. He served as international medical advisor, supporting the scientific knowledge of the NovoSeven project on preclinical and clinical protocols, as well as strategic needs in international marketing.

Before joining the company, Dr. Kruse served as a physician in the Danish Navy. Dr. Kruse trained in general surgery at University Hospitals of Copenhagen with a special focus on gastrointestinal surgery.

Dr. Kruse has 12 years of clinical experience. He received his medical and doctorate degrees from the University of Copenhagen, Denmark.

In other company news, Novo Nordisk has promoted Tom Martin to director of information technology in the U.S.

Mr. Martin served as IT project manager before his promotion. In his new position, Mr. Martin is charged with developing the company's U.S. IT strategy and leading his department's implementation of the plan.

Additionally, he will serve as the North American representative of Novo Nordisk's global IT board, which oversees the multinational company's worldwide information technology initiatives.

A 10-year Novo Nordisk veteran, Mr. Martin has been responsible for designing and implementing a computing infrastructure and environment for the company's U.S. clinical trials program.

Mr. Martin received a bachelor's degree in mathematics from Rutgers University and is certified in macroscopic development methodology.

Maurice A. **RENSHAW**

Marc E. **ROBINSON**

President of Pfizer's Consumer
Healthcare Division to Retire

Maurice A. Renshaw, VP of Pfizer, executive VP of the Pfizer Consumer Group, and president of the Pfizer Consumer Healthcare Division, has announced his intention to retire early in 2003. Pfizer, New York, discovers, develops, manufactures, and markets leading prescription medicines for humans and animals and many of the world's best known over-the-counter brands.

Mr. Renshaw rapidly advanced through a series of marketing and general management positions in several countries with responsibility for consumer products and prescription pharmaceuticals in Asia, Europe, and the Americas. As president of Warner-Lambert Japan, Mr. Renshaw led a threefold growth in the size of the business in the early 1990s with the development and execution of key strategic initiatives in pharmaceuticals and particularly in Adams and Schick consumer products.

From 1996 to June 2000, Mr. Renshaw served as president of Parke-Davis USA; in 1998, Warner-Lambert appointed him a corporate VP. During this four-year period, he led the Warner-Lambert pharmaceutical business to unprecedented growth of more than 500% to \$6 billion and was responsible for the successful launch of Lipitor.

A native of Australia, Mr. Renshaw received a bachelor of pharmacy degree from Sydney University.

Marc E. Robinson, currently president of Pfizer Consumer Healthcare's North America region, has been named the new president of the Consumer Healthcare Division. Mr. Robinson will serve as a member of the Pfizer Management Council.

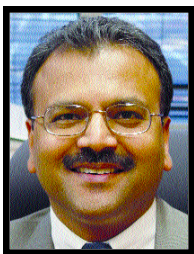
A graduate of the University of Michigan with a B.A. in economics and a MBA in marketing, Mr. Robinson joined Warner-Lambert in 1986. He served in a variety of consumer healthcare and confectionary marketing positions, both domestic and international, of increasing responsibility.

In 1996, Mr. Robinson was appointed general manager, European Business Process Improvement, responsible for the successful implementation of major information technology advances.

In 1999, he became regional president of Warner-Lambert in Australia and New Zealand, managing all aspects of the pharmaceutical, consumer healthcare, and shaving products businesses as well as manufacturing. Mr. Robinson became president of Pfizer Consumer Healthcare's North America region in 2000.

Dr. Tushar P. **SHAH**

Altana Pharma U.S. Appoints
Senior VP, Scientific and Clinical
Affairs



Tushar P. Shah, M.D., has joined Altana Pharma U.S., the pharmaceutical division of Germany-based Altana AG, as senior VP of scientific and clinical affairs.

Dr. Shah will be responsible for all clinical and regulatory functions on behalf of Altana Pharma U.S., which is based in Florham Park, N.J. This role includes overseeing regulatory submissions and interactions with FDA representatives and clinical research activities.

Dr. Shah comes to Altana Pharma U.S. after a nine-year career at GlaxoSmithKline where he worked primarily in respiratory and inflammation clinical research and development. While at GlaxoSmithKline, he was responsible for clinical development plans for new drugs for chronic obstructive pulmonary disease, asthma, and rhinitis.

Dr. Shah holds a medical degree from the Hershey Medical College at the Pennsylvania State University. He completed his residency in internal medicine at the University of North Carolina and fellowship in allergy and clinical immunology at Johns Hopkins University.

Dr. Nancy L.

SNYDERMAN

Johnson & Johnson Appoints
VP, Medical Affairs



Nancy L. Snyderman, M.D., has joined Johnson & Johnson, New Brunswick, N.J., in the newly created position of VP of medical affairs, corporate staff, for the

healthcare corporation.

Dr. Snyderman will advise the corporation and its affiliated companies on the introduction of new technologies across Johnson & Johnson's lines of consumer, pharmaceutical, medical device, and diagnostics businesses.

Previously Dr. Snyderman had worked at ABC News as a medical correspondent, and had an active practice of head and neck surgery. Dr. Snyderman attended medical school at the Universi-

ty of Nebraska and followed up with residencies in pediatrics and ear, nose, and throat surgery at the University of Pittsburgh.

Biotech **POOL**

Dr. Debby Jo **BLANK**

Genencor's Chief Business Officer,
Healthcare Resigns

Debby Jo Blank, M.D., has resigned as Genencor International Inc.'s chief business officer for healthcare to pursue other opportunities.

Genencor International, Palo Alto, Calif., is a diversified biotechnology company that develops and delivers innovative products and services into the healthcare, agri-processing, industrial, and consumer markets. The company remains committed to its strategy of building a presence in drug discovery and development and will conduct a search for a successor.

"Debby Jo Blank has provided excellent leadership in the development of our health care strategy and business development team," says Jean Jacques Bienaime, CEO and president of Genencor. "We wish her the best of luck in the future."

Daniel **GREENLEAF**

Nabi Biopharmaceuticals Names
Senior VP, Operations



Nabi Biopharmaceuticals has appointed Daniel Greenleaf to the newly created position of senior VP of operations. Nabi Biopharmaceuticals, Boca Raton, Fla., discovers, develops, manufactures, and markets products that power the immune system to help people with serious, unmet medical needs.

Mr. Greenleaf joins Nabi Biopharmaceuticals from Schering-Plough Corp. where he has held a number of senior level positions, most recently as VP of marketing and sales.

IMS SENIOR DIRECTOR AWARDED FELLOWSHIP FROM U.S. BUREAU OF LABOR STATISTICS

Ken **COPELAND**

Ken Copeland, senior director for IMS Statistical Services, has received one of two inaugural Dissertation Fellowships from the U.S. Bureau of Labor Statistics (BLS). The BLS is the federal government's principal fact-finding agency for labor economics and statistics. The fellowships were developed to advance research in the field of survey design and analysis.

Mr. Copeland's work will focus on investigating new statistical approaches called non-response adjustment statistics to improve the accuracy and stability of incomplete data received over time. A peer review board representing the BLS and academia evaluated and selected Mr. Copeland for this fellowship based on the value and scientific merit of the proposed research, project feasibility, and the candidate's academic performance.

This research was motivated by Mr. Copeland's ongoing work at IMS to ensure that clients consistently receive the most accurate information possible, despite occasional gaps in information received from individual data suppliers.

"We are honored to have Ken's work recognized with such a prestigious award," says Paul Wilson, IMS VP of statistical services. "He continues to make invaluable contributions in his field and to IMS, and we are privileged to support and benefit from his outstanding work."

In addition to his ongoing work at IMS, Fair-

field, Conn., Mr. Copeland is pursuing a Ph.D. in survey methodology at the University of Maryland. He is the first doctoral candidate accepted into the Joint Program in Survey Methodology, a graduate degree program emphasizing state-of-the-art principles and practices in the design, analysis, and evaluation of sample surveys.

Mr. Copeland joined IMS in 1990 and has developed and implemented survey methodologies for the physician, hospital, pharmacy, and clinic segments of IMS's business. He has more than 25 years experience in large-scale household, establishment, and healthcare surveys and has published articles in *Scrip* magazine, *The Journal of Pharmaceutical Marketing, and Management* and *Drug Benefit Trends*, as well as other leading industry publications. Mr. Copeland received his M.S. in statistics from the University of Kentucky and his B.S. in mathematics from the University of Dayton.



Ken Copeland is the first doctoral candidate to be accepted into the Joint Program in Survey Methodology, a graduate degree program emphasizing state-of-the-art principles and practices of sample surveys.

At Schering-Plough, Mr. Greenleaf held a number of increasingly responsible sales, marketing, and strategic venture positions, including the creation of a wholly owned, global subsidiary. Before joining Schering-Plough, Mr. Greenleaf spent six years in the U.S. Air Force, where he was a captain and navigator and coordinated missions for worldwide tactical airlift operations, including Operation Desert Storm. Mr. Greenleaf received a B.A. in economics from Denison University, and a MBA from the University of Miami.

Bob **HAMM**

Dr. Whaijen **SOO**

Biogen Names Senior VP, Medical Research, and Senior VP, North American Commercial Operations

Biogen Inc. has appointed Whaijen Soo, M.D., Ph.D., senior VP of medical research. Dr. Soo will oversee all medical research activities and will serve as a member of the research and development management team. Biogen, Cambridge, Mass., is a biotechnology company principally engaged in discovering and developing drugs for human healthcare through genetic engineering.

Dr. Soo joins Biogen following a distinguished 17-year career with Roche Global Development, where he most recently served as VP of clinical sciences and was responsible for global strategic planning. During his tenure with Roche, Dr. Soo headed the oncology, virology, and transplant areas and built Roche's genomics and bioinformatics capabilities. In addition, Dr. Soo was responsible for the integration of diagnostics with pharmaceutical business strategy.

Dr. Soo earned a B.S. in chemistry from the National Taiwan University and graduated with a Ph.D. in biochemistry from the University of California at Berkeley. He attended the University of California at San Francisco Medical School and performed his residency in internal medicine at Brigham and Women's Hospital, Harvard Medical School.

In addition, Biogen has appointed Bob Hamm senior VP of North American commercial operations. In this newly created position, Mr. Hamm will oversee Biogen's U.S. neurology business unit, U.S. dermatology business unit, U.S. commercial services, and Canadian operations.

Mr. Hamm joined Biogen in 1994 as associate director of logistics. In that position, he established Biogen's supply chain and played a major



role in the company's transformation from a research organization to an operating company in 1996. Following an assignment in Europe from 1996 to 1999, Mr. Hamm was named VP of manufacturing and engineering for Biogen. In 2001, he was appointed head of sales and marketing of North America. In 2002, Mr. Hamm was appointed senior VP of Europe, Canada, and the Middle East.

Dr. Sebastian **KOSSEK**

Robert **MENZI**

Dr. Mohan **NATESAN**

Raj **PRABHAKAR**

Tim **SEELEY**

Dr. Shanxiang **SHEN**

Protiveris Appoints New Management Team Responsible for Corporate Development and Product Commercialization

Protiveris Inc., a bio-nanotechnology company commercializing proprietary bioMEMS technologies to facilitate protein research and the discovery of new pharmaceuticals, has appointed its executive management team. This team is charged with strategic corporate development and the commercialization of Protiveris proprietary microcantilever technology.

The Protiveris executive management team includes: Robert Menzi, chief operating officer; Sebastian Kossek, Ph.D., chief scientific officer; Tim Seeley, VP of engineering; Raj Prabhakar, director of strategic planning and business development; Mohan Natesan, Ph.D., director of surface chemistry; and Shanxiang Shen, M.D., Ph.D., director of proteomics and biochemistry.

Before joining Protiveris, Rockville, Md., Mr. Menzi was part of the corporate development staff at Raytheon Co., where he oversaw the valuation process for potential acquisitions, joint ventures, and divestitures and successfully led the business case development of a major Trans-Atlantic joint venture. Mr. Menzi is responsible for leading Protiveris through all phases of commercial development and business execution, and preparing the company for follow-on rounds of financing.

Dr. Kossek's professional experience includes biosensor research at the Laboratory for micro- and nano-structures at the Paul Scherrer Institut, and management positions at Molecular Imaging, a leading scanning probe instrumentation manufacturer. Dr. Kossek is directing Protiveris' R&D efforts

and is responsible for all scientific and technical aspects of product development.

Mr. Seeley joined Protiveris in 2000 as a principal development engineer and is responsible for overseeing the overall design and implementation of the biosensor reader systems. Mr. Seeley's prior experience includes 17 years at the Naval Research Laboratory, where he developed space flight instrumentation and ground support equipment, and the Naval Center For Space Technology.

Mr. Prabhakar's professional experience includes technology and biotechnology venture capital, private equity, finance, and growth startups in both the U.S. and Asia. Before joining Protiveris, Mr. Prabhakar was responsible for corporate development and strategic planning at Osiris Therapeutics, a stem-cell therapeutics company. Mr. Prabhakar is responsible for overall corporate and business development efforts targeting the protein biochip market.

As director of surface chemistry, Dr. Natesan is responsible for the development and evaluation of suitable surface chemistries for cantilever immobilization of proteins. Before joining Protiveris, Dr. Natesan acquired relevant skills in biosensor development at the Naval Research Laboratory in Washington D.C., where he designed and developed magnetic force microscopy-based biosensors for the detection of bio-warfare agents.

Before joining Protiveris, Dr. Shen was a staff fellow at the Oral Infection and Immunity branch of the National Institutes of Health, and a staff fellow at the Laboratory of Biochemistry and Metabolism at the National Institute of Diabetes, Digestive, and Kidney Diseases at NIH. Dr. Shen is responsible for assay development and optical reader validation.

Thomas P. **MATHERS**

President and CEO Named at Cell Based Delivery



Cell Based Delivery Inc. has named Thomas P. Mathers, president and CEO. Mr. Mathers, 36, also has been elected to the company's board of directors, bringing the total board membership to seven. Cell Based Delivery, Providence, R.I., is a privately held biotechnology company developing implantable protein delivery systems to treat chronic and life-threatening disease.

Mr. Mathers has more than 11 years of executive management, sales, and marketing experience in the life-sciences and medical-device industry. He served most recently as VP and general manager of Cardion Pharmaceuticals Inc. Mr. Mathers also served as a management

board member for its parent company, Cardion AG in Dusseldorf, Germany. Before Cardion, he was with Genzyme Corp. for seven years, as VP of strategic development. In this capacity, he was responsible for Genzyme's cardiovascular therapeutics development, business development, and marketing activities.

He earned his bachelor of science degree in engineering from the U.S. Military Academy at West Point.

David P. **WRIGHT**

GenVec Appoints President and Chief Operating Officer

GenVec Inc., a biopharmaceutical company developing gene-based medicines, has appointed David P. Wright as president and chief operating officer. GenVec, Gaithersburg, Md., is a publicly held biotechnology company focused on the development and commercialization of novel gene-based therapies that produce medically beneficial proteins at the site of disease.

Mr. Wright joins GenVec after serving as president and chief business officer, and previously executive VP of commercial operations, for Guilford Pharmaceuticals. Before Guilford, Mr. Wright served as executive VP for MedImmune Inc.

Drug-Delivery **POOL**

Dr. Gordon **BRANDT**

Nastech Appointment Further Strengthens Executive Management Team

Nastech Pharmaceutical Co., Bothell, Wash., has appointed Gordon Brandt, M.D., as executive VP of science and clinical development. Dr. Brandt brings more than 20 years of experience in the medical field to Nastech, which specializes in nasal drug-delivery technology.

Before joining Nastech, Dr. Brandt held senior positions at Sonus Pharmaceuticals Inc. and was most recently VP of clinical and regulatory affairs, where he was involved in managing all aspects of design and implementation of early and late-stage clinical-trial programs and submissions to regulatory authorities.

Dr. Brandt graduated from Yale University, received a medical degree from the University of California, San Francisco, and completed a residency in internal medicine at Kaiser Hospital, San Francisco. Dr. Brandt is an author on numerous scientific papers and abstracts and holds one U.S. patent.

Genomic **POOL**

Dr. John

MARAGANORE

Alnylam Pharmaceuticals Appoints President and CEO



Alnylam Pharmaceuticals Inc., a therapeutic RNA interference company based in Cambridge, Mass., has appointed John M. Maraganore, Ph.D., as president and CEO. Dr. Maraganore is the former senior VP of strategic

product development at Millennium Pharmaceuticals. RNAi is a naturally occurring cellular process being adapted for therapeutic application because of its ability to specifically inactivate pathological genes. RNAi represents a new approach to therapy that may treat a diverse range of human diseases, including cancer, infectious disease, autoimmune disease, and metabolic disorders.

During his six-year tenure at Millennium Pharmaceuticals, Dr. Maraganore played a number of key roles, including building and leading Millennium's global therapeutic area franchise businesses. He previously was responsible for merger and acquisition, strategic planning, and in-licensing activities, and was general manager and founder of Millennium BioTherapeutics. Dr. Maraganore received his masters and Ph.D. degrees from the University of Chicago's Department of Biochemistry and Molecular Biology.

Specialty **POOL**

Dr. Ian **CRITCHLEY**

Dr. Garry **DALLMANN**

Dr. Burton **GOODMAN**

Donald **MORRISSEY**

Replidyne Appoints VP, Corporate Development, and Scientific Directors

Replidyne, a drug-discovery company, has appointed a VP of corporate development and three scientific directors to its management team.

Donald Morrissey recently joined Replidyne, Louisville, Colo., as VP of corporate development. Before that he was VP of legal affairs and business development for Caliper Technologies. Before that, Mr. Morrissey was a business attorney with Cooley Godward, a Silicon Valley law firm. Mr. Morrissey received a law degree from the University of Southern California Law School and a bachelor's degree from the University of Colorado.

Burton Goodman, Ph.D., has joined the company as director of informatics and automation. Dr. Goodman has 15 years of medicinal chemistry, combinatorial chemistry, automation, and IT experience in the pharmaceutical industry. His most recent positions included senior director of high-throughput production at SomaLogic and director of chemistry and automation at Molecumetics. Dr. Goodman holds a Ph.D. in synthetic organic chemistry from Columbia University.

Garry Dallmann, Ph.D., has been appointed director of lead discovery. Dr. Dallmann spent three years as a scientist in the antimicrobial and lead discovery departments at Tularik and three years as a senior scientist in the antifungal group at RiboGene Inc. (now Questcor Inc.). He received his Ph.D. in biochemistry at the University of Western Ontario in London. His postdoctoral work was done at the University of Colorado Health Sciences Center in Denver in the laboratory of Dr. Charles McHenry, a founder of Replidyne.

In addition, Ian Critchley, Ph.D., has joined Replidyne as director of microbiology. Dr. Critchley brings more than 15 years of experience in antibacterial drug discovery and development. Before joining Replidyne, Dr. Critchley was director of laboratory services at Focus Technologies. He obtained his Ph.D. in microbiology from the University of Glasgow in Scotland.

Dr. Sydney **GILMAN**

James B. **SLOAN** Jr.

aaiPharma Names Two New Executives

aaiPharma, Wilmington, N.C., has announced the addition of two new executives. James B. Sloan Jr., joins the company as senior VP of corporate finance, and Sydney Gilman, Ph.D., joins aaiPharma as VP of regulatory affairs and quality assurance.

Mr. Sloan joins aaiPharma from PPD Inc. where he managed the investor relations program, corporate banking relationships, and the global risk management program. With more than 15 years of finance experience, Mr. Sloan directs aaiPharma's investor relations activities.

Mr. Sloan earned a masters in international business studies from the University of South

Carolina, and a bachelor of arts in economics from Washington and Lee University.

Dr. Gilman joins aaiPharma from Elan Pharmaceuticals where he directed the U.S. regulatory affairs activities for its pain-management products. With more than 20 years of research, regulatory affairs, and quality assurance experience in the pharmaceutical industry, Dr. Gilman leads aaiPharma's regulatory affairs and corporate quality assurance efforts. Dr. Gilman also served as a reviewer within CDER at the U.S. Food and Drug Administration for several years. Dr. Gilman earned a Ph.D. in organic chemistry from the University of Pittsburgh.

Emerging POOL

Dr. Alison **PILGRIM**

Avera Pharmaceuticals Names Chief Medical Officer

Avera Pharmaceuticals Inc., a private, development-stage pharmaceutical company, has named Alison Pilgrim, B.M. B.Ch., D.Phil., to the newly created position of chief medical officer. Dr. Pilgrim brings to Avera, San Diego, more than 17 years experience in clinical drug development within the pharmaceutical industry, having served most recently as senior VP of global clinical development at Elan.

As chief medical officer, Dr. Pilgrim is charged with leading the clinical development of Avera's portfolio of neuroscience compounds. She has extensive international experience in the clinical development of neurology, metabolic, anti-inflammatory, cardiovascular, and HIV compounds. In addition to serving as senior VP of clinical development of biopharmaceuticals for Elan Corp., Dr. Pilgrim has held senior clinical positions at Glaxo, Sanofi, and DuPont Pharmaceuticals. Dr. Pilgrim was awarded her medical degree and doctorate of philosophy by Oxford University.

Service POOL

Richard C. **BLEIL**

New President and COO for iPhysicianNet

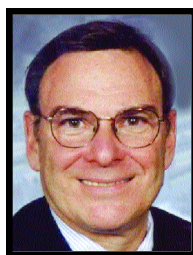
iPhysicianNet has appointed Richard C. Bleil as president and chief operating, iPhysi-

cianNet, Scottsdale, Ariz., created the e-detailing space, and provides live, face-to-face, interactive video detailing.

Mr. Bleil has extensive experience in the healthcare industry, and most recently held executive positions at WebMD and Medical Manager. Before these roles, Mr. Bleil headed WellPoint Pharmacy Management, a division of WellPoint Health Networks. Mr. Bleil is responsible for the day-to-day management of the business of the company.

Ronald E. **BRANDT**

Ricerca Biosciences Creates Executive VP of Marketing and Sales Position



Ricerca Biosciences, a worldwide drug development partner to biotechnology and pharmaceutical companies and a provider of contract services, has appointed Ronald E. Brandt to the newly created position of executive VP of marketing and sales. Mr. Brandt brings to Concord, Ohio-based Ricerca more than 20 years of extensive experience in business development and sales in the pharmaceutical industry.

Most recently, Mr. Brandt held senior level positions at International Specialty Products, including executive of sales and business development, and senior VP of sales for the Americas. Mr. Brandt received a MBA from Rutgers University and a B.E. in chemical engineering from The Cooper Union.

Dr. Jeffrey O. **BRUBAKER**

Jennifer **DAVENPORT**

Tom **DRAKE**

Laurie **ERMENTROUT**

Linda **HENSON**

Wendy **HENSON**

Julie **HOLCOMBE**

Stacy **O'DONNELL**

Elaine **RUDELL**

Paul **SUAREZ**

OCC Announces

Staff Promotions and Additions

OCC North America Inc., a healthcare



communications company with offices in Newtown, Pa., has promoted Jennifer Davenport to VP and account supervisor, from account director. The company also has promoted Laurie Ermentrout to VP and account supervisor from account director.



In addition, OCC has announced new hires. Jeffrey O. Brubaker, Ph.D., has joined OCC as senior scientific writer. Dr. Brubaker joins the company from Adis International where he was a medical writer.

Tom Drake has been hired as VP and account director. Mr. Drake joins OCC from Interlink Healthcare Communications where he was VP and account supervisor for global and domestic accounts.

Linda Henson has joined OCC as senior medical writer. Ms. Henson previously was a director of medical writing at Toltzis Communications/Medical Education Group.

Wendy Henson has joined OCC as CME coordinator. Ms. Henson joins from Medical Education Group, where she was manager and accreditation services/continuing education coordinator.

Julie Holcombe has joined the company as VP and director of The Oxford Institute. Ms. Holcombe previously was director of e-business at SimStar Internet Solutions.



Stacy O'Donnell has joined the company as account director. Ms. O'Donnell joins the company from Interlink Healthcare Communications where she was account manager.

Elaine Rudell has joined the company as VP of professional relations. Ms. Rudell joins OCC from Health Learning Systems, where she was VP of professional relations.

Paul Suarez has been added to the company as IT director. Mr. Suarez joins the company from Quadratrix Corp.

Jeff BURNETT

Fleishman-Hillard Chicago
Appoints Senior VP for
Healthcare Practice

Fleishman-Hillard Chicago has appointed Jeff Burnett as a senior VP in the office's healthcare practice. Mr. Burnett brings to Fleishman-Hillard more than 14 years of communications and marketing experience in prescription, over-the-counter, and nutrition products for corporate and professional organizations.

Fleishman-Hillard Chicago, a unit of Fleishman-Hillard Inc., St. Louis, offers Midwest-based companies counsel and expertise in the corporate, consumer marketing, investor relations, healthcare, crisis communications, and public affairs fields.

Mr. Burnett joins Fleishman-Hillard from Manning, Selvage & Lee, where he was a deputy managing director and director of its Chicago healthcare practice. Before joining Manning, Selvage & Lee, he was at Edelman Public Relations Worldwide where he worked on a variety of healthcare business.

Suzanne CHARLESTON**Christine SIMMON**

GPhA Adds Key Staffers as Newly
Elected Congress Prepares to
Address High Drug Costs

The Generic Pharmaceutical Association (GPhA) has named Christine Simmon as VP of policy and public affairs, and Suzanne Charleston as director of government relations. GPhA, Washington, D.C., represents the manufacturers and distributors of finished generic pharmaceuticals, manufacturers, and distributors of bulk active pharmaceutical chemicals, and suppliers of other goods and services to the generic drug industry. Ms. Simmon and Ms. Charleston will help the association as it prepares to work with Congress and President Bush to answer America's call for more timely access to affordable pharmaceuticals.

Most recently, Ms. Simmon was a senior policy analyst at BlueCross BlueShield Association. Ms. Simmon also chaired the Policy Committee for the Rx Health Value Coalition, a group of employers, insurers, labor unions, providers, and consumer organizations active on pharmaceutical issues. Ms. Simmon received her J.D. from Georgetown University Law Center and her B.A. from Georgetown University. She is a member of the Maryland State Bar Association.

Before joining GPhA, Ms. Charleston was director of government affairs at the Pharmaceutical Care Management Association, where she represented pharmacy benefit managers

before Congress, state legislatures, governors, insurance commissioners, and regulatory agencies. Ms. Charleston brings more than 15 years of association and legislative experience to GPhA that includes managing government affairs and political action committees, as well as nationwide grassroots and public affairs campaigns. Ms. Charleston received her B.A. from the University of Maryland.

Lloyd FISHMAN**Beth R. JACOBSON****John MUSANTE**

PDI Announces Promotion and
Addition of Members to the
Executive Team

PDI Inc., a commercial sales and marketing partner to the biopharmaceutical and medical devices and diagnostics industries, has announced several executive promotions and additions.

Lloyd Fishman has been promoted to the position of executive VP and general manager, medical devices and diagnostics of the Upper Saddle River, N.J.-based company. Mr. Fishman has been with PDI since January 2001, in the capacity of VP and general manager of the MD&D business. Before joining PDI, Mr. Fishman spent 25 years within the medical-device industry with companies such as Johnson & Johnson, CR Bard, Becton Dickinson, and Ohmeda.

Beth R. Jacobson has joined the company as executive VP and general counsel. Ms. Jacobson joins PDI after 15 years with Skadden, Arps, Slate, Meagher and Flom. She is a graduate of New York University School of Law.

John Musante has joined the company as VP of corporate development. Mr. Musante's primary responsibility is to identify and pursue pharmaceutical products to be promoted by PDI's Products Group. Before joining PDI, Mr. Musante founded AcSentient Inc., a specialty pharmaceutical company. Before AcSentient, Mr. Musante was a senior VP and partner at Rockett, Burkhead & Winslow.

Rachel KESSLER

Belsito & Company Hires VP,
Director of Media Relations

Belsito & Co. has appointed Rachel Kessler as VP and director of media relations. Ms. Kessler brings more than 12 years of experience in public relations and national print and broadcast journalism to the agency.

Before joining Belsito, New York, Ms. Kessler was president of RKA Media Relations LLC, and previously was a media rela-

tions specialist in the healthcare practices at two New York-based public relations agencies, including Manning, Selvage & Lee and Chandler Chicco Agency. Ms. Kessler also was assistant director of press relations at Mount Sinai Hospital.

In Ms. Kessler's new role, she oversees media campaigns for a wide range of the agency's healthcare clients including Alkermes, Aventis Behring, Clearant, Eli Lilly & Co., Pfizer, and Pharmacia.

Dr. Pankaj KUMAR**Paul SAATSOGLOU**

IMS Strengthens U.S. Consulting
Team with Two Recognized
Industry Leaders

IMS Health, Fairfield, Conn., has added two key members to its U.S. consulting team. Paul Saatsoglou joins as practice area leader for global resource optimization, and Pankaj Kumar, Ph.D., as practice area leader for advanced research and segmentation. The appointments reinforce IMS's commitment to expand and strengthen its consulting business to support pharmaceutical client needs in areas such as marketing effectiveness, sales optimization, and portfolio management.

As practice area leader for global resource optimization, Mr. Saatsoglou is charged with spearheading initiatives to help clients allocate marketing resources globally and across portfolios, using state-of-the-art modeling and analytical techniques. He also is responsible for incorporating primary research elements to deliver clients complete consulting offerings that incorporate both marketplace intelligence and customer insights.

Mr. Saatsoglou brings to IMS more than 20 years of pharmaceutical industry experience, most recently serving as senior VP of the healthcare division of Data Development Corp. and VP of market research and business intelligence at Bristol-Myers Squibb. A Fulbright scholar, Mr. Saatsoglou received his B.A. in physics from Franklin and Marshall and his M.S. from the Wharton School, University of Pennsylvania. He also has completed doctoral work in statistics and operations research at the Wharton School.

As practice area leader for advanced research and segmentation, Dr. Kumar provides his expertise to help clients apply a variety of advanced research techniques, such as physician and patient-level response modeling, to better understand what drives prescribing choices and behaviors. He also helps clients design, develop, and implement effective marketing strategies through integrated market segmentation, targeting, and brand positioning.

Dr. Kumar comes to IMS from academia

where, most recently, he was an assistant professor of marketing at the Johnson Graduate School of Management, Cornell University. Dr. Kumar received his Ph.D. in marketing with a minor in economics from the State University of New York at Buffalo and also received a bachelor's degree in mechanical engineering from M.S. University in India.

Bindu **SHAH**

PharmaStrat Inc. Appoints
Manager of Strategic Services



Bindu Shah has joined PharmaStrat Inc. as manager of strategic services. In this role, she is responsible for the design and implementation of strategic projects for PharmaStrat clients across several therapeutic areas. Among

Ms. Shah's key responsibilities are opportunity analysis, survey design, educational programs, and client report preparation. PharmaStrat, Flemington, N.J., provides insight and impact to the nation's leading pharmaceutical companies.

Before joining PharmaStrat, Ms. Shah was with a Boston-based strategic consulting firm serving the pharmaceutical industry. In that role, she executed market assessments and conducted research and analysis of etiology and pathogenesis of diseases, including myocardial infarction, stroke, angina, peripheral vascular diseases, epithelial cancers, and psoriasis.

Ms. Shah earned a master's degree in medical sciences from Boston University and a B.A. in biology from Brandeis University.

David **STEIN**

ClinPhone Adds Strategic Business
Development Director

ClinPhone Inc., a provider of Internet and telephone-based clinical-trial management solutions for the pharmaceutical and biotechnology industries, has appointed David Stein as director of strategic business development. ClinPhone's U.S. headquarters are in Princeton, N.J., and its global base is in Nottingham, U.K.

Mr. Stein joins the company from Phase Forward, where he held the position of strategic director of EDC solutions, after it acquired Provenda, which he co-founded.

In his new role at ClinPhone, Mr. Stein works with ClinPhone's senior management team on the development and achievement of the company's strategic business goals as well as promoting a process for new product development, implementation, and evaluation.

He is specifically responsible for working in partnership with ClinPhone's global mar-

keting director to manage the development of ClinPhone's U.S. market and further increase market reach and revenue. He also is charged with developing and implementing a tactical plan for the U.S. business development and marketing teams and support the company's partnership program.

James **WATSON**

Life-Sciences Merchant Bank
Appoints Director, Strategic
Partnering Services Group

James Watson has joined Burrill & Co., a San Francisco-based life-sciences merchant bank, as director in its strategic partnering services group. Mr. Watson's primary focus is on assisting companies to initiate, structure, and close business and corporate development transactions. He leads a variety of alliances, including strategic collaborations, product and technology licensing, and mergers and acquisitions.

Mr. Watson has considerable experience in both commercial development and strategic collaborations. Before joining Burrill & Co., Mr. Watson held senior VP positions with Incyte Genomics with responsibility for business development and marketing. Before Incyte, Mr. Watson served as senior VP of business development and then general manager of Chemdex.

A Fulbright Scholar, Mr. Watson received his MBA from Indiana University and a B.A. in economics from Portsmouth University, U.K.

Supplier **POOL**

Daniel J. **MALCOLM**

IT Consulting Firm Daou
Names CEO

As part of its continuing evolution and repositioning in the marketplace, Daou Systems Inc., a provider of IT consulting and management services to healthcare organizations, has named Daniel J. Malcolm CEO and company director. Former CEO and Chairman of the Board James T. Roberto has assumed a new role as working chairman, continuing with his responsibilities at the board level while assuming a number of defined strategic planning, business development, and financial advisory responsibilities for the company, principally under Mr. Malcolm's direction.

A seasoned IT leader with strong executive management experience at IBM and Siemens, Mr. Malcolm joined Daou, Exton, Pa., in August 2001 after serving as vice chairman

and chief operating officer of LaserLink.net, where he helped expand and energize the company for a subsequent sale to Covad Communications Inc.

Dr. Jo **WEBBER**

Regulatory Compliance Solutions
Company InnaPhase Selects CEO

Jo Webber, Ph.D., has joined InnaPhase Corp. as CEO. Dr. Webber previously held the position of executive VP of sales and operations for the organization. InnaPhase, Philadelphia, is a leading supplier of regulatory compliant technology solutions for the pharmaceutical and biotechnology industries.

In her new role, Dr. Webber oversees all of the company operations and continues to lead the company-wide effort to develop and market innovative technology solutions for the life-sciences industry. Dr. Webber also joins the InnaPhase board of directors.

Media **POOL**

Brian **FESCOE**

Intellisphere LLC Appoints Web
Developer

Intellisphere LLC, Plainsboro, N.J., has named Brian Fescue as the Web developer for all of the company's future online initiatives. Intellisphere LLC's flagship publication is *MD net guide: Primary Care*, which integrates both electronic and print media to provide physicians with user-friendly access to online medical content. In addition, Intellisphere also publishes eight additional health resources that integrate print and online media to review, describe, and compile resources for the particular specialty addressed by the publication.

Mr. Fescue joins Intellisphere after working as the senior Web designer for Promedia Inc. Mr. Fescue brings a wealth of experience to Intellisphere, including work in concept design, Website development, computer graphics, and multimedia applications.

Noam **SHOSHAN**

MultiMedia Healthcare/Freedom
appoints director of strategic
communications

MultiMedia Healthcare/Freedom has appointed Noam Shoshan to the newly created position of director of strategic communications. The new position is expected to



strengthen collaborative programs.

The Plainsboro, N.J.-based company publishes medical magazines and provides educational programs. In his new role, Mr. Shoshan will work directly with pharmaceutical marketers, helping them create collaborative programs with professional associations across a broad spectrum of disease categories. Specific responsibilities include the development and implementation of credentialed programs, using MMHC/Freedom's peer-reviewed journals and conference capabilities to establish clinical guidelines for healthcare professionals. He also is part of the company's medical education division, Programs in Medicine.

With more than a decade of experience, Mr. Shoshan joins MMHC/Freedom after a brief tenure with ArcLight Systems. Before ArcLight, he spent seven years at Medical Economics/Thomson Healthcare, where he was national sales manager. Mr. Shoshan created and sold many co-branded medical education and practice management programs. He is a graduate of Fairleigh Dickinson University in Madison.

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Agency POOL

- Jennifer **ALAMPI**
- Scott **ANNUZIATA**
- Matthew **ARNOLD**
- Myka **CRAIG**
- Orlando **FRANCO**
- Marcia **GODDARD**
- John **HIGGINS**
- Debra **KLECZ**
- Larry **LANNINO**
- Tamara **PHOTIADIS**
- Jennifer **SCHROTT**

Torre Lazur McCann Healthcare Announces Key New Hires and Promotions

Torre Lazur McCann Healthcare has announced several key additions and promo-

tions within the client services and creative departments. Headquartered in Parsippany, N.J., Torre Lazur McCann Healthcare Worldwide is the third largest healthcare communications network

Scott Annuziata has been hired as senior graphic designer; Matthew Arnold has been hired as graphic design supervisor; Myka Craig has been hired as graphic design supervisor; John Higgins has been hired as VP and account group supervisor; Larry Lannino has been hired as VP and management supervisor; and Jennifer Schrott has been hired as account supervisor.

The company also has promoted Jennifer Alampi to VP and group creative director, art; Orlando Franco to Comp Studio Manager; Marcia Goddard to associate creative director, copy; Debra Klecz to senior art director; and Tamara Photiadis to studio director.

- Kristen **BEAKLEY**
- George **BROWN**
- Lisa **BURCH**
- Lisa **CONNELL**
- Lori **DIDIEO**
- Tara
- GLEESON-MULVANEY**
- Jeffrey **HACK**
- Mark Forbes **IRVING**
- Amy **KORTMAN**
- Kirk **LAWSON**
- MaryAnn **MCADAMS**
- Sarah **MCGRATH**
- Joseph **MARANZANI**
- Veronica **MELISSAS**
- Michael **MELUCCI**
- Frances **SMALL**
- Laura **YAROSH**

CommonHealth Agencies Announce Promotions and Hires

Two CommonHealth agencies have announced recent promotions and hires. Health Learning Systems, Wayne, N.J., CommonHealth's founding medical-education



unit, has announced six promotions and two new hires. Mark Forbes Irving has been promoted to senior VP of professional relations from his previous position as VP of professional relations. Mr. Irving has been employed with HLS since July 2001.

George Brown has advanced to associate medical director. Previously, he held the title of medical writer. Michael Melucci has moved to account manager from associate program director. Lori Didieo has been promoted to senior creative designer from her previous position as graphic designer. Veronica Melissas has been promoted to supervisor and meetings coordination. Previously, she held the title of meetings coordinator. Lisa Burch has advanced to senior manager for meetings, from meetings manager.



The company also has hired Joseph Maranzani, who comes to Health Learning Systems as an associate program director. Before his employment with HLS, Mr. Maranzani was an associate program manager at GeoMed Global Communications, a division of Thomson Healthcare.

MaryAnn McAdams joins HLS as a senior editor. Previously, Ms. McAdams served as president of McAdams Communications Services.

Thomas Ferguson Associates, Parsippany, N.J., CommonHealth's founding professional advertising and promotion unit, has announced six promotions and three new hires.



Frances Small has been promoted to group art director from her previous position as senior art director. Tara Gleeson-Mulvaney has advanced to account supervisor. Previously, she held the title of senior account executive.

Kristen Beakley has been promoted to senior traffic coordinator from her previous position as traffic coordinator. Laura Yarosh has moved to senior traffic coordinator from traffic coordina-



tor. Lisa Connell has been promoted to assistant account executive. Previously, she held the title of traffic coordinator. Amy Kortman has advanced to traffic coordinator from traffic assistant.



The company also has hired Kirk Lawson as an account group supervisor. Previously, Mr. Lawson served as executive director of Liberty Medical LLP, a multispecialty private group practice that specializes in viral illnesses.



Jeffrey Hack joins Thomas Ferguson Associates as an associate copywriter. Previously, Mr. Hack was a senior administrative associate at Ortho Biotech Products LP as part of the company's Competitive Response

Team. Sarah McGrath has been hired as a traffic coordinator. Immediately before her employment, Ms. McGrath graduated from Elon University in North Carolina.

David **BULGER**

Martin **MAJCHROWICZ**

Appointments Announced for
DVC Worldwide Companies

DVC Worldwide, Morristown, N.J., a marketing and communications agency that creates breakthrough programs using sales promotion, adverging, experiential marketing, and interactive solutions techniques, has announced recent hires within its network.

Martin Majchrowicz brings more than 10 years of HIV expertise to his role as executive VP at DVC HealthCare Communications. Mr. Majchrowicz will direct the Manhattan-based division of DVC HealthCare Communications, focusing on consulting, data dissemination, education, and communication to investigators and healthcare providers managing patients with HIV.

Mr. Majchrowicz's expertise ranges across health-related disciplines, including research, patient education and advocacy, and professional communications. As project manager of the Cellular Immunology and Cytometry Laboratory at UCLA, he contributed to the design and implementation of several key studies and publications in the area of HIV immunopathogenesis. At AIDS Project Los Angeles (APLA), Mr. Majchrowicz established one of the first HIV-

specific patient education programs in the country. During his four years at APLA, he also led numerous local and national patient advocacy efforts focused on healthcare access, HIV-related research, and new drug approval.

Mr. Majchrowicz graduated from the University of Southern California and received his master of public health in epidemiology from the University of California, Los Angeles.

In addition, DVC ActiveCare has hired a behavioral marketing expert to advance brand acceleration capabilities. David Bulger has been hired as executive VP and behavioral strategist to build and evolve proprietary consulting and analytical offerings that accelerate target audience transactions through a communications-based synthesis of behavioral science and marketing communications.

Mr. Bulger brings years of leadership in interactive and behavioral marketing, particularly in the healthcare arena.

In 1994, he co-founded MicroMass Communications Inc., one of the first agencies focused on combining behavioral methodologies with applied mass media to engage individual target consumers and move them along the purchase cycle.

MicroMass evolved from Mr. Bulger's work as director of software and media development at the University of North Carolina's Health Communications Research Laboratory, where he co-authored a methodology for mapping and forecasting behavior change from target-specific messaging.

Scott **BANDA**

Sharon **BRADY**

Charlotte **CUSTIS**

John **HIRVELA**

Brian **HUBER**

Kym **LEE**

Steve **LEHR**

Russ **PARKEL**

M.J. **PICARD**

Valarie **WITTEMIRE**

Gerbig, Snell/Weisheimer, Y
Announce Hires and Promotions

Gerbig, Snell/Weisheimer, one of the largest independent advertising agencies in the world, has promoted Charlotte Custis to VP and account director of direct marketing. In this new role, she will oversee direct marketing and customer relationship marketing



programs. GSW is a subsidiary of inChord Communications Inc., a global group of communications companies providing customized marketing solutions with a single point of accountability.

Since joining Columbus, Ohio-based GSW in 1999, Ms. Custis has held positions with increasing responsibilities and has led the development of a specialty marketing group within the agency that focuses on relationship marketing programs.

Before GSW, Ms. Custis was management supervisor for Rapp Collins Omnicom, where she managed branding, direct marketing, advertising campaign, and growth of assigned client accounts. She also oversaw the overall direction, creative, and new business development of her team. Ms. Custis holds a bachelor's degree in art history from The Ohio State University and has been honored with direct marketing and advertising awards.



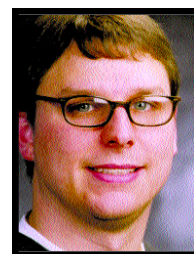
Scott Banda has been named senior art director. Mr. Banda is responsible for concept, design, presentation, execution, and production for one of GSW's pharmaceutical accounts. In addition, he provides guidance to

other artists within the team. Before GSW, he was senior art director at J. Walter Thompson. Mr. Banda holds a bachelor's degree in advertising design from Glassboro St. College. He also attended The Creative Circus for additional training.



Sharon Brady has been named group art supervisor. In this position, she leads the creative concepting and art direction for one of the agency's pharmaceutical accounts. Before GSW, Ms. Brady was associate creative

director at Fahlgren, where she was responsible for concept and art direction for print and broadcast. Ms. Brady holds a bachelor's degree in advertising design from Florida State University.



Bryan Huber has been named group art supervisor. In this role, Mr. Huber is responsible for the overall concept, art direction, and creative supervision for one of GSW's pharmaceutical accounts. Before GSW, he

was assistant creative director for Be Creative, where he oversaw the creative teams for his various accounts. Mr. Huber holds a bachelor's

degree in graphic design and photography from Miami University.

Steve Lehr has been named account supervisor. Mr. Lehr serves as liaison between the client and creative team for one of GSW's consumer accounts. Before GSW, he was account supervisor at Doe Anderson. Mr. Lehr holds a bachelor's degree in journalism with an advertising emphasis from the University of Wisconsin.

M.J. Picard has been named associate art director. In this role, Ms. Picard manages the day-to-day creative work for two of GSW's consumer accounts. Before GSW, she was a designer at IDS, Columbus Division, where she created artwork and design and produced blueprint documentation for a screen printing/manufacturing company. Ms. Picard holds a bachelor's degree in visual communications design from The Ohio State University.

Valarie Wittemire has been named production director. Ms. Wittemire is responsible for managing the production on several pharmaceutical accounts, including creating estimates, managing outside vendors, developing chronologies, and helping to ensure the quality of a project. Before GSW, she was a sales representative at Kenwel Printers Inc., where she was responsible for new sales growth and development. Ms. Wittemire holds a bachelor's degree in graphic design from Kent State University.



In addition, John Hirvela and Kym Lee have been hired to fill the positions of VP and account director. Both will provide leadership and strategic guidance for GSW's pharmaceutical accounts.



Mr. Hirvela joins GSW from RTC Relationship Marketing in Washington, D.C., where he was VP, account director. Before RTC, he was an account supervisor at Wunderman and Ross Toy Communications. Mr.

Hirvela holds a bachelor's degree in English and business management from Eastern Michigan University in Ypsilanti, Mich.

Ms. Lee comes to GSW from Enterasys Networks, a division of Cabletron, where she was director of strategic development. Before Enterasys Network, Ms. Lee was new business development manager/director of marketing for Rexam Plc. and was a senior product manager for Borden Inc.

Ms. Lee holds a bachelor's degree in marketing and photography from Miami University in Oxford, Ohio, and a master's degree in business administration from the University of Dayton in Dayton, Ohio. She also has been a mentor for the Buck Rodgers Leadership Program at Miami University and has served

on the board of directors for the Hanna Neil Center for Children in Columbus.

Y, a New York-based inChord company offering strategic consulting and branding services, has appointed Russ Parkel as managing director of its New York office. In this role, Mr. Parkel will manage the day-to-day operations of Y, as well as oversee new business activities and work with Y's senior managers to lead client brand development efforts.

Before Y, Mr. Parkel spent more than six years working at WPP Group, most recently at J. Walter Thompson in New York, where he served as senior partner, global management director, overseeing the Merrill Lynch account. He also held senior management positions at Hill & Knowlton in New York, JWT in Japan, and JWT in Sydney.



Mr. Parkel holds a bachelor's degree in business administration from the University of Southern California and is currently a member of Thunderbird International Management School's global advisory board.

Marisa **CIMBAL**

Susan **GOLDBERG**

Christina **HOSMER**

Peter **HURWITZ**

David P. **LANE**

George **LIAO**

Philip **MAHIN**

Linda **MARENUS**

Andrea

PERLMAN-WOLFF

Melody

PETRUCCELLI-UYSAL

George **ROGAN**

Adrienne **ZION**

Healthworld Bolsters Staff for Medical Education Divisions

Healthworld Corp. has added senior staff to Colwood Healthworld, a medical education division of Healthworld. Healthworld, New York, is an international communications organization specializing in healthcare.

Joining Colwood as a senior scientific associate is George Rogan. Previously, Mr. Rogan was a scientific supervisor at Phase V Communications. In addition, Linda Marenus comes to Colwood as publications manager from CRC Press Inc., where she was a science copywriter. Adrienne Zion, Ed.D. also joins as medical writer from Body Focus NYC, where she was director of health education and fitness training.

In account management services, Philip Mahin comes on board as VP and account group supervisor. Before joining Colwood, Mr. Mahin was senior VP and management supervisor at IntraMed Educational Group.

The company also has announced promotions and additions of editorial/managerial staff to Falk Healthworld, a medical education division of Healthworld.

In account services, Andrea Perlman-Wolff and Melody Petrucelli-Uysal were both promoted from VP, group supervisor, to senior VP, group supervisor. In addition, Peter Hurwitz was promoted from VP, account supervisor, to senior VP; Susan Goldberg was promoted from account executive to account supervisor; and George Liao was promoted from program manager to program director.

David P. Lane has joined the company as senior editor. Before joining Falk Healthworld, Mr. Lane was medical editor of the IntraMed Educational Group at Sudler & Hennessey. In addition, Christina Hosmer joins Falk Healthworld as program manager. Previously, she was junior account executive at Grey Healthcare Group. Also joining Falk Healthworld is Marisa Cimbal as account supervisor. She most recently was an account supervisor at Torre Lazur Communications.

Lloyd **EASTERS**

DeLor Hires Business Development Director to Support Growing Pharmaceutical Business



Lloyd Easters has joined DeLor as director of business development. DeLor is a brand identity consultancy focused on the pharmaceutical industry and based in Louisville, Ky.

Before joining DeLor, Mr. Easters spent 10 years working in both sales and marketing management positions in the pharmaceutical industry. Most recently, he worked for Organon Pharmaceuticals as district manager for the Women's Healthcare division in the Midwest Region.

Please send your personnel announcements to feedback@pharmavoices.com.