



Biotechnology **POOL**

Dr. Paul **LAMMERS**

Mirna Appoints Chief Executive



Mirna Therapeutics has named Paul Lammers, M.D., president and CEO. As head of Mirna, Dr. Lammers is responsible for driving the company's discoveries in the field of microRNA (miRNA) into the clinic.

Dr. Lammers was previously president of Repros Therapeutics. He obtained an M.S. and an M.D. from the Catholic University in Nijmegen, The Netherlands.

Biopharmaceutical **POOL**

Noah **BEERMAN**

RXi Pharmaceuticals Selects CEO



RXi Pharmaceuticals, a biopharmaceutical company pursuing the development and commercialization of proprietary therapeutics based on RNA interference (RNAi), has named industry veteran Noah Beerman president and CEO. Mr. Beerman succeeds RXi Co-founder Tod Woolf, Ph.D.

Mr. Beerman joins RXi with more than 25 years of experience in the biopharma industry, most recently as executive VP, chief business officer for Indevus Pharmaceuticals, which was acquired by Endo Pharmaceuticals in March 2009. He received an MBA from Northeastern University's High Technology Program.

Dr. Preston **KLASSEN**

Suzanne **MCDONALD**

Dr. Dawn **VIVEASH**

Dr. Whedy **WANG**

Orexigen Strengthens Management Team



Orexigen Therapeutics, a biopharmaceutical company developing therapies to treat obesity, has added four executives to its leadership team.

Preston Klassen, M.D., M.H.S., has joined Orexigen as senior VP, global Contrave team. In this role, Dr. Klassen heads the global development program for the company's lead drug candidate, Contrave, which is expected to be filed for FDA approval in the first half of 2010.

Dr. Klassen was previously the therapeutic area head for nephrology and executive medical director at Amgen. He received an M.D. from the University of Nebraska College of Medicine and completed a residency in internal medicine, a fellowship in nephrology, and an M.H.S. at Duke University.



Suzanne McDonald has been named VP, managed markets and government affairs, with responsibility for developing managed markets, coordinating reimbursement strategy, and steering government affairs. Ms. McDonald joins Orexigen from Takeda Pharmaceuticals, where she most recently served as VP of government and external affairs. Ms. McDonald holds a B.S., biology, from LeMoyné College and a M.T. (ASCP) from St. Mary's Hospital/Rochester Institute of Technology.



Dawn Viveash, M.D., has been appointed senior VP, global

regulatory affairs, overseeing Orexigen's U.S. and international regulatory affairs activities. Dr. Viveash has more than 20 years of experience in the biopharmaceutical industry, most recently as Amylin Pharmaceuticals' VP of regulatory affairs and safety. She holds a B. Pharmacy First Class from the London School of Pharmacy and an M.B.B.S. from University College Hospital in London, and is a member of the Royal College of Physicians, London.



Orexigen has named Whedy Wang, Ph.D., MPH, senior VP, global biomedical information, with responsibility for directing all aspects of operations related to biomedical information for both the Contrave and Empatic programs. Dr. Wang was most recently VP of biometrics for Gilead Sciences Palo Alto, formerly CV Therapeutics. Dr. Wang received an MPH, epidemiology; an M.S., biostatistics; and a Ph.D., biostatistics, all from the University of Michigan.

Specialty **POOL**

Dr. Julie Lekstrom **HIMES**

Taris Biomedical Appoints Medical Chief



Taris Biomedical has appointed Julie Lekstrom Himes, M.D., chief medical officer and senior VP for clinical development. Taris is a specialty company in the field of drug-device convergence for targeted therapies.

Dr. Himes has broad clinical research and operations experience within the biopharmaceutical industry, including leadership roles at Coley Pharmaceuticals and Millennium Pharmaceuticals. Before joining industry, Dr. Himes held academic positions at the National Institutes of Health in the Allergy and Infectious Diseases and Human Genome Research Institutes. She earned an M.D. at the Medical College of Virginia.

Agency **POOL**

Christine **BASKIN**

Merkle Forms Market Research Practice

Customer relationship marketing agency Merkle has named Christine Baskin to lead its newly created market research practice. The



new practice is part of Merkle's Quantitative Solutions Group, which provides leading organizations with analytical insight and strategy to drive highly targeted and measurable marketing programs. As VP, market research, Ms. Baskin is employing her market research experience to help Merkle's practice provide new insights into client marketing programs.

Ms. Baskin most recently worked with BioVid, where she managed a team of research professionals providing complex quantitative knowledge for pharmaceutical and biotech clients.

Suzanne **BAYDOUN**

New Client Services Director at JB Ashtin Group



The JB Ashtin Group (JBA), a full-service scientific communications corporation, has promoted Suzanne Baydoun to director, client services, from client services manager.

In this new role, Ms. Baydoun is responsible for ensuring quality and consistency in JBA project work and customer communications and bringing new tactical ideas to her clients. She also is the primary source for all exchanges regarding day-to-day program activities.

Ms. Baydoun received a master's degree in industrial/organizational psychology from the University of Detroit Mercy.

Carol **CAIMI**

Vivian **CUNNINGHAM**

Joseph **KEPFERLE**

Philip **MAHIN**

Amy **O'SHAUGHNESSY**

Bruce **ROOKE**

Noah **SPRING**

Lauren **WILLIAMS**

GSW Expands East Coast Offices

GSW Worldwide, an inVentiv Health company, has announced a number of additions to its offices in New York and Newtown, Pa.

Carol Caimi has been named copy supervisor in GSW's Newtown, Pa., office. Ms. Caimi

previously served as group copy supervisor for Interlink Healthcare Communications.

At the agency's New York location, Vivian Cunningham has been named VP, director of creative services. Ms. Cunningham was most recently director of integrated production at DiNoto.

Joseph Kepferle has joined the New York office as interactive art director. Mr. Kepferle previously worked for Kraftworks as production artist.

Also in New York, Philip Mahin has been named VP, account director. Mr. Mahin was most recently senior VP, director of account services for Ogilvy Healthworld.

In Newtown, Amy O'Shaughnessy has been named account director. Before joining GSW, Ms. O'Shaughnessy was VP, account supervisor for Euro RSCG Life.



In other agency moves, GSW has announced that Chief Creative Officer Bruce Rook has moved from the agency's Columbus headquarters to the New York office, where he is partnering with President Tammy Fischer in leading GSW's growing East Coast business while maintaining his creative leadership over GSW's U.S. and global offices.

In Newtown, Noah Spring has been named copy supervisor. Before joining GSW, Mr. Spring was senior copy supervisor for Dudnyk. He holds a master's degree from the University of Southern California.

Lauren Williams has joined the Newtown office as senior account executive. Previously, Ms. Williams worked for Cadient Group as project manager.

Maryann **KUZEL**

Harrison and Star Adds CRM Director



Maryann Kuzel has joined Omnicom agency Harrison and Star as senior VP, managing director of customer relationship marketing (CRM). Ms. Kuzel was previously president and chief strategist at Star Healthcare, an Omnicom agency that specializes in CRM and digital marketing.

In this role at Harrison and Star, Ms. Kuzel is developing a new service offering that addresses critical emerging needs in the pharmaceutical marketplace: physicians' and patients' demands for highly personalized, relevant information; and clients' demands for measurable, cost-effective, multichannel communications programs.

She is also expanding the agency's capabilities in multichannel, direct-to-patient market-

ing, using traditional as well as new media, such as social and mobile, to deploy a suite of innovative solutions covering the entire patient journey.

Frank **POWERS**

New President Leads Dudnyk's Multichannel Strategy



Dudnyk has named agency veteran Frank Powers president as the multichannel healthcare communications agency focuses on strengthening integrated print, digital, public relations, and emerging media offerings within the company. Since joining Dudnyk in 2000, Mr. Powers has led the creation of bold brand solutions, the implementation of successful brand communications programs, and the application of strategy to the creation of marketing plans for clients. He received an MBA from Philadelphia University.

Ned **RUSSELL**

Saatchi & Saatchi Wellness Taps Client Service Director to Head Agency



Saatchi & Saatchi Wellness (SSW), a division of the Publicis Healthcare Communications Group, has promoted Ned Russell to executive VP, managing director of the agency. Mr. Russell succeeds Jim Joseph.

Mr. Russell joined SSW last year as executive VP, director of client service. In this new role, Mr. Russell manages the agency's operations in partnership with Chief Creative Officer Helayne Spivak and Director of Strategic Services Johanna Skilling.

Consulting **POOL**

Barbara (Jan) Holladay

PIERRE

Bob **RHOADS**

Michael **SWIATOCHA**

Quintiles Consulting Expands Regulatory, Quality Practice

Quintiles Consulting has made three key



appointments in its U.S. regulatory and quality consulting practice, expanding its experience in regulatory compliance and quality system development to help clients navigate a rapidly changing regulatory environment.

Quintiles Consulting has appointed Barbara (Jan) Holladay Pierre a principal consultant for its BIMO group. In this role, Ms. Pierre works with foreign and domestic clients in the pharmaceutical, medical device, and biotechnology industries to develop quality assurance and regulatory strategies for compliance. Ms. Pierre brings to Quintiles more than 10 years experience in clinical research, including stints as a former member of the U.S. FDA's Foreign Inspection Cadre and former FDA investigator. She holds an MPH in international health policy from George Washington University.



Bob Rhoades joins Quintiles Consulting as head of the bio/pharma and device quality systems business units within the United States. Mr. Rhoades has more than 30 years of experience in regulatory compliance, quality system regulation (QSR), and pharmaceutical good manufacturing practices (GMPs) and he has written two books. Mr. Rhoades received an MBA, operations and strategic planning, from Lake Forest Graduate School of Management.



Michael Swiatocha has been named head of the R&D compliance business unit, focusing on clinical and nonclinical research activities for device and pharmaceutical companies to ensure compliance with applicable regulations and guidelines. Mr. Swiatocha most recently served as VP and compliance officer for the Schering-Plough Research Institute. He earned an M.S. in medical biology from Long Island University.

CRO POOL

John HUNTER

Quanticate Adds North American Recruitment Consultant

Quanticate, a global biometrics CRO, has hired John Hunter as recruitment consultant for the North American market. He is responsible for further expanding the services of Quanticate People, the company's recruiting function, in North America, particularly the



United States. Mr. Hunter was most recently with international recruiting agency ID Group. In this role at Quanticate, Mr. Hunter is building on the company's reputation for identifying and managing highly qualified clinical data managers, biometricians, and project managers.

Wayne WHITTINGHAM

INC Research Names VP to Lead Regulatory, Development Groups



INC Research, a therapeutically focused CRO, has appointed Wayne Whittingham VP, regulatory affairs and strategic drug development.

In this role, Mr. Whittingham provides leadership to both the regulatory services team and strategic consulting group to facilitate a more synergistic approach to drug development.

As a RAC-certified professional, Mr. Whittingham has more than two decades of experience in regulatory affairs and project management and has held senior management roles at various pharmaceutical companies and a venture capital firm. He also worked within the FDA for six years in CBER, CDER, and CFSAN.

Service POOL

Albert CHANG

Jack SCHEMBER

SK&A Makes Executive Changes



SK&A Information Services, a provider of healthcare information solutions and research, has expanded the responsibilities of VP of Operations Albert Chang to oversee the SK&A Research Center. Mr. Chang also leads the corporate IT, data fulfillment, customer service, software engineering, and quality assurance departments.



Jack Schember, who has been with SK&A since 2006, has been promoted to VP of marketing from his previous role of director.

Mr. Schember has led the revitalization of SK&A's brand image by means of its Web site, videos, social-media platforms, and the blogosphere.

Tom HERNANDEZ

Take Supply Chain Appoints Sales VP



Take Supply Chain, a provider of software solutions to drive real-time supply chain execution, has appointed Tom Hernandez executive VP of worldwide sales to lead the company's global expansion.

Mr. Hernandez's responsibilities include working with the company's country managers and international sales teams and overseeing the company's Asia Pacific sales division. Before joining Take Supply Chain, Mr. Hernandez most recently served as VP, enterprise asset management for Infor-SSA.

Mark LANFEAR

Kforce Promotes Strategic Alliances VP



Kforce Clinical Research, a business unit of Kforce Inc. that provides clinical trial resourcing solutions, has promoted Mark Lanfear to VP of strategic alliances, with responsibility for leading strategic client relationship management and development efforts.

Mr. Lanfear joined Kforce Clinical Research in 2006 as a regional manager. He holds bachelor's degrees in biology and health sciences and is pursuing a master's degree in biology.

James MULVIHILL

MedPoint Names Business Development Director



MedPoint Communications, a provider of communications and e-media services to the biopharmaceutical industry, has appointed James Mulvihill director of business development in the company's research services group.

In this position, he is responsible for account management and new business development for the company's digital solutions in the central and western regions of the United States.

He was previously founder and president of Great Lakes Research Services. Mr. Mulvihill holds a bachelor's degree in business administration from DePaul University. ♦

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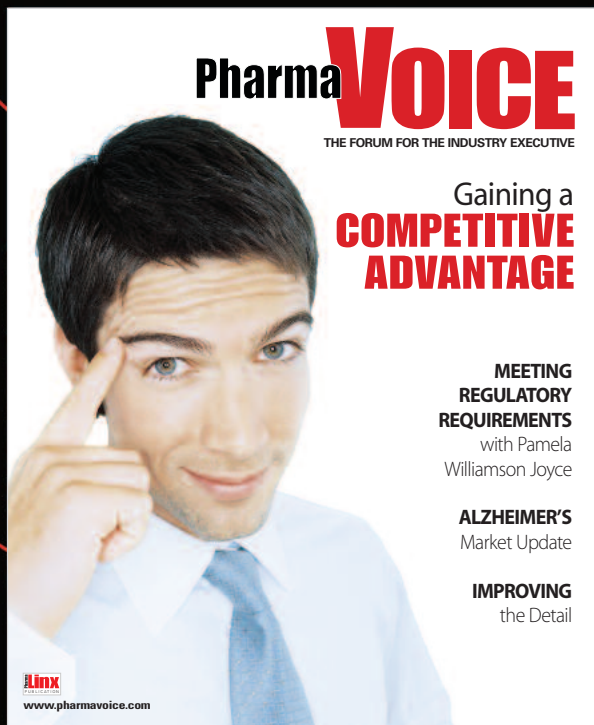
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TALENT pool

Pharmaceutical **POOL**Dr. Jan **LUNDBERG**

Former AstraZeneca Executive Becomes
Head of Lilly Research Laboratories

Eli Lilly has selected AstraZeneca's Executive VP and Head of Global Discovery Research Jan Lundberg, Ph.D., to succeed Steven Paul, M.D., as executive VP, science and technology, and president of Lilly Research Laboratories.

Dr. Paul is scheduled to retire from Lilly at the end of February.

For the past 10 years Dr. Lundberg has served as the head of global discovery research for AstraZeneca.

He received a Ph.D. from Sweden's Karolinska Institute, where he was a professor in the department of pharmacology before moving to the industry.

Biopharmaceutical **POOL**Dr. Lee **BRETTMAN**

Alnara Appoints Medical Chief

Alnara Pharmaceuticals, a developer of nonsystemic, orally delivered protein therapeutics for the treatment of metabolic diseases, has named Lee Brettman, M.D., FACP, to the newly created position of chief medical officer. The move comes as Alnara prepares to file for FDA approval of liprotamase, a novel, oral, non-porcine pancreatic enzyme replacement therapy (PERT) for patients with cystic fibrosis.

Dr. Brettman has almost two decades of pharmaceutical industry leadership experience, most recently as founder, president, and CEO of Dynogen Pharmaceuticals. He received an M.D. from Baylor College of Medicine.

Dr. Aquilur **RAHMAN**

NeoPharm Taps Founder to
Head Company

NeoPharm has appointed one of the company's founders, Aquilur Rahman, Ph.D., president and CEO. Dr. Rahman, who was serving as NeoPharm's chief scientific advisor,

succeeds Laurence Birch. In addition to helping take NeoPharm public in 1996, Dr. Rahman served as chief scientific officer from 1990 until 2001, returning to the company in 2007 as advisor for the company's research and development activities.

Dr. William

SCHWIETERMAN

Chelsea Therapeutics Names
Medical Chief

Chelsea Therapeutics International, a biopharmaceutical company that acquires and develops innovative products to treat a variety of human diseases, has appointed William Schwieterman, M.D., chief medical officer, with responsibility for the company's medical and regulatory affairs.

A rheumatologist and board-certified internist, Dr. Schwieterman's 25-year career has spanned medical practice, drug development, and regulatory oversight.

For the past year, Dr. Schwieterman held a seat on Chelsea Therapeutics' board of directors following three years of service on the company's rheumatology advisory board.

He resigned his board seat before assuming the chief medical officer role.

Dr. Schwieterman received an M.D. from the University of Cincinnati and did research training at the National Institutes of Health.

Generic **POOL**Thomas **RUSSILLO**Robert **STEWART**

Watson Makes Global Operations
Appointments

Watson Pharmaceuticals has promoted Thomas Russillo to executive VP, global generics, responsible for leading the company's newly formed global generics commercial function. Mr. Russillo was previously executive VP and president of Watson's generics division.

In this new role, Mr. Russillo has overall responsibility for generic sales and marketing for the United States and Canada, as well as for all international markets being added to Watson as it completes its acquisition of the Arrow Group.

In other moves, Robert Stewart has joined Watson in the newly created position of senior VP, global operations, with responsibility for global manufacturing, supply chain, quality, and technical operations.

Mr. Stewart previously spent eight years at Abbott Laboratories, where he most recently served as divisional VP, global supply chain.

Agency **POOL**Lisa **FLAIZ**

imc2 health & wellness
Appoints VP

Lisa Flaiz has joined the Philadelphia office of imc2 health & wellness as VP, strategic growth and innovation.

In this new position, Ms. Flaiz focuses on new business development and driving key relationships with prospective and current clients in the pharmaceutical industry. imc2 health and wellness is a full-service healthcare marketing agency operated by imc2.

Ms. Flaiz was most recently VP, group director and national pharmaceutical practice lead for Razorfish. She received an MBA in pharmaceutical marketing from Saint Joseph's University.

Pegi **WIECZOREK**

Altum Hires Client Services
Director

Altum, a CommonHealth freestanding, full-service professional advertising and promotion company with a focus on high-science and specialty markets, has named Pegi Wieczorek executive VP, director of client services.

In this role, Ms. Wieczorek is responsible for developing and maintaining Altum's ongoing oncology client activities, relationships, and services, as well as assisting with the strategic and tactical planning initiatives for multiple brand launches and new product indications.

Ms. Wieczorek has more than 17 years of global oncology and biotech marketing experience on both the agency and client sides of healthcare communications.

Most recently, she was the owner of Benefacta, a marketing and communications consulting firm based in San Francisco. ♦

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Gary Ellenor,
Senior Medical Director,
Neuroscience,
PFIZER

CAREER TRAJECTORY

Working with Management to
Identify and Create Opportunities
for Personal and Professional
Development

Alan H Cohen, MD, FAAP, FCCP,
FAAAAI, FCAAI, Senior Vice
President, Medical Affairs,
INTERMUNE

MSLS AND CLINICAL TRIALS

Reviewing New Strategies for How MSLS
Can Facilitate More Efficient Completion
of Studies, Increased Disease State
Awareness, and Importance Placed on
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Martha Joy, PharmD,
Oncology Medical Scientist,
GLAXOSMITHKLINE

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