

Pharma POOL

Dr. Vijay **AGGARWAL**

David **HURLEY**

aaiPharma Announces Two Executive Promotions

aaiPharma Inc. has appointed Dr. Vijay Aggarwal, formerly president of AAI Development Services, to the role of president, research and development, which includes oversight for the development services organization, and David Hurley, formerly president of aaiPharma's pharmaceutical division, to the role of chief operating officer of aaiPharma. aaiPharma, Wilmington, N.C., is a science-based pharmaceutical company.

Dr. Aggarwal's new position as president of R&D allows the company to manage its development resources for maximum impact on its own product pipeline and external clients.

In his new role, Mr. Hurley continues to oversee the commercial operations of aaiPharma with new responsibility for manufacturing, human resources, information systems and technology, corporate communications, and professional development and training.

Fred **MALLEY**

Rosemarie **YANCOSSEK**

Schering-Plough Expands Communications Team

Schering-Plough has named Fred Malley manager, global internal communications, and Rosemarie Yancosek as executive director, global communications. Their appointments

are part of a new global communications function at Schering-Plough, Kenilworth, N.J.



Previously, Mr. Malley served as creative director, multimedia, at AT&T's in-house Web-development agency. He spent 15 years in various communications roles at AT&T.



Mr. Malley holds a bachelor of arts degree in journalism, cum laude, from Indiana University of Pennsylvania.

Before joining Schering-Plough, Ms. Yancosek served as senior director, public relations, at Pfizer, where she led public-relations efforts during the integration of Pharmacia's business.

Before Pfizer, Ms. Yancosek was a senior director of public relations and advocacy development at Pharmacia. During her career, she has held positions at Manning Selvage & Lee and Hakuhodo Advertising America Inc.

Ms. Yancosek holds a bachelor of arts degree from Hofstra University.

Biotech POOL

Dr. Adam R. **CRAIG**

ArQule Appoints VP of Clinical Development and Medical Director

ArQule has appointed Adam R. Craig, Ph.D., as VP of clinical development and

medical director. ArQule, Woburn, Mass., is a biotechnology company engaged in research and development of next-generation small-molecule cancer therapeutics.

Dr. Craig brings to ArQule the experience necessary to direct the clinical program for ArQule's lead anticancer candidate, ARQ 501, and future clinical programs. Dr. Craig joins ArQule from Ilex Oncology, where he was senior director, clinical development and medical director.

He has 10 years experience in a medical practice in the United Kingdom, including specialization in pediatric oncology. He earned his bachelor and medical degrees from University of London's Charing Cross and Westminster Medical School, and holds a Ph.D. in molecular oncology from Leeds University in the United Kingdom.

Dr. Andrew C. G. Uprichard, chief operating officer and head of the company's clinical development program, has left the company.

Dr. Robert M.

HERSHBERG

Dendreon Promotes to Fill Senior VP and Chief Medical Officer Positions

Robert M. Hershberg, M.D., Ph.D., has been promoted to senior VP and chief medical officer at Seattle-based Dendreon, a biotechnology company focused on cancer therapies.

Dr. Hershberg oversees clinical, regulatory, and quality operations. He joined Dendreon in October 2003 from Corixa, where he had most recently served as VP of medical genetics.

Before joining Corixa in 2000, Dr. Hershberg was an assistant professor in the department of medicine and associate physician at Brigham and Women's Hospital, Harvard Medical School. He received his M.D. from the University of California, Los Angeles, and his Ph.D. from The Salk Institute.

Dr. James **MANUSO**

Dr. Joseph **RUBINFELD**

Senior-Level Management Changes at SuperGen

James Manuso, Ph.D., has been named chairman, president, and CEO of SuperGen, based in Dublin, Calif. Dr. Manuso takes over as Joseph Rubinfeld, Ph.D., cofounder, has retired as chairman and CEO. SuperGen is dedicated to the acquisition, rapid development, and commercialization of therapeutic anticancer products.

Dr. Rubinfeld remains a member of the board and has accepted a position as the company's chief scientist and chairman emeritus.

Biopharmaceutical POOL

Howard B. JOHNSON

Vion Appoints President

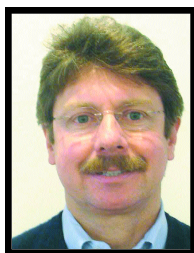
Howard B. Johnson has been named president of Vion Pharmaceuticals, New Haven, Conn., a biopharmaceutical company developing novel agents for the treatment of cancer. He remains chief financial officer.

Mr. Johnson, 44, joined Vion in March 2002 as VP, finance, and chief financial officer. As president, he is responsible for project management, regulatory affairs, human resources, and information technology.

He holds a MBA from Harvard Business School and a B.A. from Harvard College.

Dr. Paul M. MARTHA

TKT Names Clinical Affairs VP



Transkaryotic Therapies Inc. (TKT) has named Paul (Kip) M. Martha, M.D., as VP of clinical affairs. TKT, Cambridge, Mass., is a biopharmaceutical company committed to developing treatments

for rare diseases caused by protein deficiencies with a core focus on lysosomal storage diseases.

Dr. Martha has overall responsibility for the planning, implementation, and management of TKT's clinical-development programs.

He joins TKT from Interleukin Genetics where he was chief medical and regulatory officer and VP for clinical R&D.

He received a B.S. in biology from Trinity College and his M.D. from the University of Connecticut School of Medicine.

Specialty POOL

Paul A. BOERSIG

Jim HERMAN

Cumberland Appoints Senior Marketing Executives

Paul A. Boersig has been named product director and Jim Herman has been named director, national account sales, at Cumberland Pharmaceuticals, a

Nashville, Tenn.-based company that acquires rights to and actively markets niche pharmaceuticals to specific physician specialties.



Mr. Boersig is responsible for managing all marketing activities associated with the launch of CeraLyte. For the past four years, he had been a product manager at Ethex and was responsible for launch planning and implementation for two branded prescription products.



Mr. Herman is responsible for all national account sales, including wholesalers and chain-buying offices, managed-care home offices, and federal government accounts.

Since 1998, Mr. Herman served as director of managed care and as director of trade affairs and customer service at Solvay Pharmaceuticals.

Terry L. MURDOCK

Dr. Steven D. WEITMAN

ILEX Oncology Promotes Two Executives

ILEX Oncology has named Terry L. Mur-

dock as senior VP of clinical operations, and Steven D. Weitman, M.D., Ph.D., as senior VP and chief medical officer. San Antonio-based ILEX is strategically positioned to become a product-driven biopharmaceutical company focused in oncology.

Mr. Murdock joined ILEX in September 2001 as VP of clinical operations, responsible for the overall clinical-management function, including project management, monitoring, and training. Previously he served as VP of research with U.S. Oncology.

Dr. Weitman, a pediatric oncologist, joined ILEX in June 2001 as VP of global cancer research, responsible for overseeing the company's drug discovery and translational research programs. In early 2003, his role expanded to include the clinical development of ILEX's pipeline products, as well as regulatory affairs and drug safety. Before joining ILEX, Dr. Weitman directed the translational research and pediatric oncology programs at the Cancer Therapy and Research Center's Institute for Drug Development. He also served as an associate professor in the department of pediatrics at the University of Texas Health Science Center at San Antonio.

Dr. Dvorit SAMID

APP Appoints Executive Director of Medical Affairs

American Pharmaceutical Partners (APP) has named Dvorit Samid, Ph.D., executive

MEDSN AREA VP NAMED VOLUNTEER OF THE YEAR BY HBA BOSTON CHAPTER

Debbie THOMAS

Debbie Thomas, area VP of Medsn, has received the 2003 Volunteer of the Year Award from the Healthcare Businesswomen's Association (HBA) - Boston. The HBA is a national, nonprofit organization dedicated to furthering the advancement of women in the healthcare industry, with headquarters in Morristown, N.J., and chapters and affiliates in Atlanta, Boston, Chicago, Indianapolis, Metro/Connecticut-Delaware Corridor, Mid-Atlantic, and the San Francisco Bay area.

Ms. Thomas joined the HBA-Boston chapter in the beginning of 2003 and volunteered to work on the corporate membership committee. By representing the organization and presenting the value HBA brings to corporations, she secured the Boston chapter's first corporate sponsor.

"The HBA has provided me with excellent professional development and networking opportunities, and I am excited about the opportunity to give back to the organization," Ms. Thomas says.

Ms. Thomas also has been elected to the HBA-Boston Chapter board of directors. She holds the position of codirector of membership with responsibility for business development within the corporate sponsorship sector.

Ms. Thomas, whose background includes pharmaceuticals and information technology, focuses on business development for Northeast territories in her role as area VP with Medsn, a medical education company based in Culver City, Calif. Before joining the company, she worked with Wyeth Pharmaceuticals as a specialty representative and at SAP as a senior account executive.



The Healthcare Businesswomen's Association's Boston chapter has named Debbie Thomas Volunteer of the Year.

director, medical affairs, of Abraxis Oncology, the company's proprietary pharmaceutical division. American Pharmaceutical Partners, Los Angeles, is a specialty drug company that develops, manufactures, and markets injectable pharmaceutical products, focusing on the oncology, anti-infective, and critical-care markets.

Dr. Samid joined APP with a 23-year track record in oncology drug development and product launch experience. Before joining APP, she served as head of Roche Pharmaceuticals' U.S. oncology medical team.

Before Roche, Dr. Samid headed a research section at the National Cancer Institute, where she coordinated preclinical and clinical studies of novel anti-cancer drugs. She has served as a tenured faculty member of the Department of Medicine at the University of Virginia. She earned a bachelor degree in biology from the Hebrew University in Jerusalem, Israel, and a doctorate degree in biological sciences from the Catholic University of America.

Discovery POOL

Dr. Daniel C. **ADELMAN**
Sunesis Appoints Senior VP

Sunesis Pharmaceuticals has promoted Daniel C. Adelman, M.D., to senior VP of development from senior VP of clinical development. He directs and oversees clinical development, regulatory, quality control and assurance, manufacturing, and project management. Sunesis, South San Francisco, Calif., applies fragment-based drug discovery to create therapeutics for oncology, inflammation, and other disease targets.

Dr. Adelman joined Sunesis in 2003 from Pharmacyclics, where he served as VP of clinical operations and biometrics.

Dr. Adelman began his career at UCSF School of Medicine, where he continues to serve as an adjunct professor of medicine. He is a fellow of the American Academy of Allergy and Immunology and the American College of Physicians. He received his M.D. from the University of California, Davis, and his B.A. degree from U.C. Berkeley.

Harry **ATKINS**

Pharmos Hires Senior Director,
Marketing and Business
Development

Harry Atkins has joined Pharmos, Iselin, N.J., as senior director of marketing and business development. Pharmos discovers, develops, and commercializes novel therapeutics to



treat a range of indications, in particular neurological and inflammation-based disorders.

Mr. Atkins is responsible for planning the prelaunch activities for dexanabinol, Pharmos' flagship CNS product for traumatic brain injury and cognitive impairment. Mr. Atkins' responsibilities include seeking commercialization partners upon completion of the trial at the end of 2004.

Most recently, he was a director of marketing and sales at Berlex Laboratories.

Mr. Atkins earned a MBA from Harvard University and received a B.S. degree from the U.S. Naval Academy in Annapolis.

Genomics POOL

Dr. James H. **MEADE**

Dr. Paul E. **YOUNG**

Avalon Pharmaceuticals
Strengthens Management Team

Avalon Pharmaceuticals has hired James H. Meade, Ph.D., as VP of business development and promoted Paul E. Young, Ph.D., to VP of research. Avalon Pharmaceuticals, Germantown, Md., uses chemical genomics-based methods to accelerate the discovery of novel targets, biomarkers, and drugs.



Before joining Avalon, Dr. Meade was a senior director at Pfizer/Pharmacia, where he was responsible for global licensing for anti-infective and urology products.



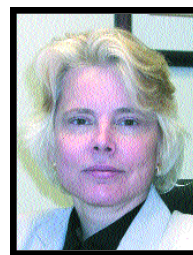
Dr. Young joined Avalon in 2000 and most recently served as a senior scientific director of discovery biology and a member of Avalon's scientific-management committee. Before joining Avalon, Dr. Young was a senior scientist at Human

Genome Sciences.

Dr. Dawn **MCGUIRE**

Avigen Appoints
Chief Medical Officer

Dawn McGuire, M.D., has been named



chief medical officer at Avigen, Alameda, Calif. Avigen focuses on the development of DNA-based drugs for serious chronic conditions.

Dr. McGuire is a board-certified neurologist with experience in drug development and corporate leadership. Her responsibilities include managing all of Avigen's gene-therapy clinical trials. Currently, Avigen's lead product, Coagulin-B for the treatment of hemophilia B, has been approved to resume clinical testing.

Most recently, Dr. McGuire was the chief scientific officer at Eunoe, a biomedical company. Previously, she held senior-management positions at Collagen, Elan, and Neurex, and was on the neurology faculty at the UCSF Medical Center.

Mary **TAYLOR**

CuraGen Hires Industry Veteran as
VP, Regulatory Affairs



Mary Taylor, M.P.H., has been named VP of regulatory affairs at CuraGen, a genomics-based pharmaceutical company located in New Haven, Conn.

Ms. Taylor has 22 years of drug-development experience and a demonstrated record in regulatory strategy and achievement. In her previous role as VP, North American regulatory affairs, at Bayer Pharmaceuticals, Ms. Taylor led a team of regulatory professionals in every aspect of government oversight, including work with the FDA and Health Canada and on development and maintenance of ethical pharmaceutical products.

Ms. Taylor earned her B.S. in biochemistry from Michigan State University and her M.P.H. from the University of Michigan.

Emerging POOL

Dr. Nassim **USMAN**

Sirna Therapeutics Announces
Management Change

Sirna Therapeutics, Boulder, Colo., has promoted Nassim Usman, Ph.D., to senior VP and chief operating officer from chief scientific officer and VP, research and development. Dr. Usman will play a key role in the company's



progress toward filing an IND for its first therapeutic compound in RNA interference (RNAi) in late 2004.

In his new position, Dr. Usman's responsibilities include business development and manufacturing. Dr. Usman served as chief scientific officer since 2002 and as VP of R&D since 2000. Before joining Sima in 1992, he was a post-doctoral fellow and staff scientist in the departments of chemistry and biology at the Massachusetts Institute of Technology.

Dr. Charles E. **RICHARDSON**

LigoCyte Pharmaceuticals Names Senior VP, R&D



LigoCyte Pharmaceuticals has named Charles E. Richardson, Ph.D., senior VP, research and development. LigoCyte, Bozeman, Mont., applies expertise in immunology to the discovery and development of therapeutic

drugs and vaccines for the prevention of inflammatory and infectious diseases. Dr. Richardson directs the company's preclinical development activities in support of clinical trials and regulatory filings.

Dr. Richardson has joined LigoCyte from Corixa. Dr. Richardson had overall managerial responsibilities, including adjuvant discovery and development, process development, manufacturing, quality systems, and regulatory affairs for products in infectious disease, cancer, and autoimmune vaccines. Before joining Corixa, Dr. Richardson was VP, pharmaceutical discovery, at Ribi ImmunoChem.

He received his Ph.D. in biological chemistry from the University of Cincinnati.

CRO POOL

Dr. Robert **BUTZ** VP of Global Regulatory Affairs Named at MDS Pharma Services

MDS Pharma Services, which offers a full spectrum of resources to meet the drug discovery and development needs of the pharmaceutical and biotechnology industries, has named Robert Butz, Ph.D., as VP, global reg-

ulatory affairs. MDS Pharma Services is part of MDS Inc., Toronto, an international health and life-sciences company.

Based at the company's offices in King of Prussia, Pa., Dr. Butz has responsibility for expanding and enhancing the company's global regulatory-affairs services.

Dr. Butz has almost 30 years of management and drug-development experience, including regulatory affairs, in the pharmaceutical, contract research, and biotech industries.

He earned his doctorate in physiology and pharmacology at Duke University.

Darlene **GADDY** ResearchPoint Expands Clinical Data Services Role



ResearchPoint has named Darlene Gaddy as director of clinical-data services. ResearchPoint, Austin, Texas, is an e-CRO, which combines traditional and electronically enhanced services to the pharmaceutical, biomedical, and medical-device industries.

Ms. Gaddy's initial responsibility is to integrate traditional data-management practices into the DQM model.

Ms. Gaddy has more than 10 years of clinical-trial experience with eight years in the field of clinical-data management. Before joining ResearchPoint, she was associate director, clinical-data management, at PPD Development.

Simon S. **HIGGINBOTHAM**

Kendle Names VP and Chief Marketing Officer



Kendle International, Cincinnati, a full-service CRO, has appointed Simon S. Higginbotham as VP and chief marketing officer. He assumes the position previously held by Thomas E. Stilgenbauer, who left

Kendle to pursue other opportunities.

Mr. Higginbotham leads the company's global marketing and new business development activities.

He joins Kendle from Quintiles Europe, where he most recently was director of marketing with responsibility for the overall marketing efforts in Western and Eastern Europe for both Quintiles and its subsidiary, Innovex.

Before joining Quintiles, Mr. Higginboth-

am held senior-level marketing and product-management positions at Procter & Gamble Pharmaceuticals and Schering Healthcare.

He earned a bachelor of science, with honors in microbiology, from the University of Birmingham.

Dr. M. Renee **SIMAR** INC Research Announces Executive Appointment in Pediatric Division



INC Research has promoted M. Renee Simar, Ph.D., to VP from director of INC Pediatrics. INC Research, Raleigh, N.C., through its dedicated INC CNS and INC Oncology divisions, manages all aspects of global clinical-development programs for pharmaceutical and biotechnology companies developing treatments targeting central nervous system disorders and cancer. INC Pediatrics offers specialized drug-development services for products to treat neonatal, pediatric, and adolescent illnesses.

She continues to lead the INC Pediatrics group, which she was instrumental in forming more than three years ago.

Trained in neuropharmacology, Dr. Simar served as assistant professor, pediatrics, at Louisiana State University's Health Sciences Center, where she held the position of assistant director of the Children's Clinical Research Center and associate pharmacologist for the pediatric pharmacology research unit. Before joining INC, she was as a consultant to pharmaceutical and biotechnology companies in the areas of pediatric and adult drug development. Currently, Dr. Simar serves as adjunct associate professor, pediatrics at LSU HSC.

Service POOL

Karen **BORDA** ViPS Names General Manager to Lead Life-Science Business Group



ViPS, a Baltimore-based provider of business intelligence for the healthcare and life-science industries, has appointed Karen Borda to VP and general manager. In her role at ViPS BioMedical Services, Ms. Borda manages all business development and operations of

current products and services for the group. She also spearheads the expansion of value-added products as well as data and consulting services.

Before joining ViPS, she was a partner at Quadragen. She also was a founding partner of CB Technologies, which ViPS acquired in 2003.

Inci **BROWN**

PRP Names Area Sales Director

Inci Brown has been appointed area sales director at Pharmaceutical Research Plus (PRP), which provides clinical-trials support, including patient recruitment, site support, and community outreach. PRP, Severna Park, Md., is a part of the HealthSTAR Communications network of companies.

Before joining PRP, she was manager of business development at PPD Development. She has a B.S. in microbiology and a B.A. in chemistry from North Carolina State University.

Jim **CHIAFERY**

LaVoie Strategic Communications Adds Senior Talent

LaVoie Strategic Communications Group has hired Jim Chiafery as senior VP. Mr. Chiafery is a seasoned investment-relations professional with more than 30 years of business experience. LaVoie, located in Swampscott, Mass., provides investor relations and communications counsel to life-science companies.

Before joining the LaVoie Group, Mr. Chiafery was a principal at East Jackson Associates, an investor relations consultancy he started.

Mr. Chiafery received a BSEE and MSEE in electrical engineering from Cornell University, a MBA from the University of Rochester, and a MSA from Bentley College.

Maria D. **HARRYN**

Alliance Healthcare Information Names Client Services Director



Alliance Healthcare Information, a healthcare information services company located in Ivyland, Pa., has named Maria D. Harryn as director of client services.

Ms. Harryn was director of direct-mail program management for Verispan. She is responsible for the development and management of contracts, client-service staff, program implementation strategies and materials, reporting protocols, workflow and fulfillment programs, as well as hiring and training.

She holds a B.A. in marketing from Temple University.

Eric **HAYASHI**

LabConnect Appoints President and CEO

LabConnect, a central laboratory services company specializing in the clinical-trial industry, has appointed Eric Hayashi as president and CEO. Mr. Hayashi brings to LabConnect, Columbia, Md., more than a decade of experience in the clinical-trials industry. Most recently he was VP of corporate development for Radiant Research, a site management organization. Before Radiant, Mr. Hayashi was VP, SMO, and director of North American operations, for MDS Harris.

He holds a MBA from the Wharton School of the University of Pennsylvania, a B.A. from Whitman College, and is an instructor at the University of Washington's clinical-trials program.

Scott **KRAUN**

Beth **PRICE**

SOS Announces Promotions



SOS, Kennesaw, Ga., a member of the Publicis Healthcare Group that provides biopharmaceutical and medical-device companies with contract medical affairs support, has promoted Scott Kraun to VP of MSL programs and Beth Price to senior VP of business development.



Mr. Kraun's role is to oversee management of business relationships, develop MSL programming, and drive productivity objectives. Mr.

Kraun has directed medical science liaison programs for SOS since 2000 and has successfully driven strategic plans for initiating and expanding the MSL role for both SOS and its clients. He joins SOS from the pharmaceutical industry, where he specialized in sales, management, and training.

Since joining SOS in 1999, Ms. Price has been a key member of the executive management team, managing SOS's existing business and identifying and developing new business opportunities for the company. Her responsibilities also include the management of SOS's operations and medical-services departments.

Before joining SOS, she held a number of management positions within the healthcare communications industry, representing ad agencies' account teams providing clients with strategic marketing solutions.

Dr. John **MCCARTHY**

Pharsight Names Senior Scientist

Pharsight, a provider of science and information technology-based software and consulting services to optimize clinical-drug development, has named John McCarthy, M.D., Ph.D., as senior scientist and clinical consultant.

As a member of the consulting team at Pharsight, Mountain View, Calif., Dr. McCarthy plays an essential role in directing client services, while providing his expertise in the areas of modeling and simulation.

Before joining Pharsight, Dr. McCarthy was director of discovery informatics at AnVil.

Dr. McCarthy received his M.D. from the University of Illinois College of Medicine and Ph.D. in biophysics from the University of Illinois. In addition, he holds an M.S. in electrical engineering from the University of Connecticut and a B.A. in chemistry and physics from Boston University. Dr. McCarthy completed an internship in internal medicine at the University of Pittsburgh Medical Center and held post-doctoral research fellowships at the Center for Biomedical Informatics at the University Pittsburgh Medical Center and the Magee-Women's Research Institute in Pittsburgh. In addition, Dr. McCarthy is working on an M.P.H. degree.

Michael **SZUMERA**

Dorland Public Relations Adds Account Supervisor to Staff



Michael Szumera has been hired as an account supervisor at Dorland Public Relations, a division of Dorland Global Health Communications, Philadelphia.

He previously served as account supervisor at Ruder Finn. He earned a B.A. in communications from Monmouth University.

Medical-Education **POOL**

Sherrie **BATTAGLIA**

Marianne **MCGOWAN NUGENT**

Advanced Health Media Appoints VPs

Advanced Health Media (AHM), a pharmaceutical communications and medical edu-

cation company located in Union, N.J., has named Sherrie Battaglia as VP of sales and Marianne McGowan Nugent as VP of business development.



Ms. Battaglia is responsible for establishing, maintaining, and enhancing client relationships, creating individualized programs for pharmaceutical clients, and overseeing the customized services in medical education and meeting planning.

She most recently served as senior director of business development for Innovex. Previously, she served as associate director of sales operations for Par Pharmaceuticals.

Ms. Battaglia earned a bachelor's degree in business administration with a focus in finance from Ramapo College. She is a member of the Healthcare Businesswomen's Association.



Ms. McGowan Nugent works with AHM's sales team to create new client relationships in the pharmaceutical sector and to expand awareness of AHM's medical-education, meeting-planning, and events services.

Ms. McGowan Nugent joins AHM with more than 15 years of experience in the pharmaceutical industry. She most recently served as VP of training and development at Innovex. She began her career as a pharmaceutical sales representative at Bristol-Myers Squibb and was a product manager at Organon.

She earned a bachelor's degree in journalism from Indiana University of Pennsylvania. She is a member of the Healthcare Businesswomen's Association and the Society of Pharmaceutical and Biotech Trainers.

Paige **JANOWSKI**

Sejal **PATEL**

Phoenix Marketing Solutions Adds to Staff



Phoenix Marketing Solutions, a medical-education company located in Warren, N.J., that focuses on the development of individualized medical-education tactics, has hired Paige Janowski as account

director. Ms. Janowski previously managed a series of salesforce training programs for a newly approved psychiatry product for Bristol-Myers Squibb.

Before that, she was account supervisor at Saatchi & Saatchi's The Resource Group, where she managed the agency's medical-education accounts.

A graduate of Florida State University with a B.S. in social work, Ms. Janowski also holds a masters of social work from Washington University.



The company has promoted Sejal Patel to the position of manager, operations. A recent honor's graduate of New York University's Stern School of Business, Ms. Patel completed a double major in marketing and information systems.

She joined Phoenix in July 2001 and has held various positions within the company. In her new position, Ms. Patel is responsible for developing, managing, and implementing operations policies and procedures.

Darryl A. **MOY**

Osprey Communications Appoints Director of Business Development



Darryl A. Moy has joined Osprey Communications as director of business development, responsible for new business strategies. Osprey, Greenwich, Conn., specializes in developing interactive physician-

education programs, sales-training, and video programs.

Most recently, Mr. Moy served as director of client services for PPSI.

Bob **REICH**

CME Expands Sales Team



CME, an independent provider of continuing medical education, has named Bob Reich as senior sales director of the newly created oncology division. Mr. Reich is applying his 11 years of pharmaceutical sales and

management, licensing, and medical-education experience to the areas of oncology and hematology. He is responsible for expanding the full suite of CME products, services, and delivery vehicles.

He most recently served as director of sales at MedCases.

A graduate of Indiana University of Pennsylvania with a degree in finance, Mr. Reich is

currently working on his master's degree in management and public policy at the University of Pittsburgh.

Lynda **SMITH**

The Curry Rockefeller Group Hires Group Program Director

Lynda Smith has joined The Curry Rockefeller Group as group program director. The Curry Rockefeller Group of Companies, Tarrytown, N.Y., is dedicated to thought-leader focused medical education and is a source of education and training for healthcare practitioners.

Most recently Ms. Smith was senior program director at ProCom International.

Ms. Smith has a BFA from The Parsons School of Design.

Consulting **POOL**

Jon **BUMBAUGH**

Health Benchmarks Names Chief Operating Officer

Health Benchmarks has appointed Jon Bumbaugh to the position of chief operating officer. Mr. Bumbaugh oversees internal operations as well as long-term strategic planning and business development.

Health Benchmarks, Woodland Hills, Calif., provides scientifically based, real-world studies for pharmaceutical companies, managed-care organizations, large employers, and physician groups. Before joining HBI, Mr. Bumbaugh was a senior VP at Dimensional Insight.

He completed doctoral studies in economics at the University of Pennsylvania with a focus on econometrics and labor economics. He holds a master of arts degree in economics from the same institution.

Kate **TOWNSEND**

BusinessEdge Solutions Hires Compliance Management Expert

BusinessEdge Solutions, an industry-focused solutions integration firm, has appointed Kate Townsend solutions partner for the company's pharmaceutical and health-sciences practice. BusinessEdge Solutions, East Brunswick, N.J., offers a full scope of services that integrate business drivers and technical solutions in the areas of clinical development, regulatory compliance, medical affairs, marketing and sales, and customer information and service.

With more than 17 years of experience

supporting the pharmaceutical industry and an in-depth knowledge of regulations, Ms. Townsend provides leadership and strategic direction to the team.

Previously, she served as VP of regulatory compliance and validation with Taratec.

Ms. Townsend holds an M.Sc. in engineering from Lancaster University, United Kingdom.

Technology/Web POOL

Corey PERINE

Cadient Hires Business Development Veteran to Expand Pharmaceutical Relationships

Cadient, an online pharmaceutical marketing agency based in Conshohocken, Pa., has appointed Corey Perine to the newly created position of director of marketing and strategic solutions.

Mr. Perine is responsible for directing business development, marketing, and public-relations initiatives to expand Cadient's relationships with leading pharmaceutical companies. He is charged with identifying and integrating novel interactive marketing solutions that influence consumer actions.

In addition, Mr. Perine's duties include developing and implementing technology-based solutions that build brand loyalty and cultivate external growth activities for pharmaceutical clients.

Mr. Perine has more than 13 years of experience in developing and launching new media marketing initiatives and healthcare products. Before joining Cadient, Mr. Perine was cofounder of i-Open, a media company that delivers digital direct-to-consumer advertising. Previously, he had been VP of business development at HealthStream.

He obtained a MBA from The Wharton School at the University of Pennsylvania and received a B.A. in history from the University of Virginia.

Association POOL

Jeff BONISTALLI

Stacey MCHUGH

AMA Announces Promotion and New Hire

The American Medical Association (AMA) has appointed Jeff Bonistalli as direc-



tor of advertising sales — publishing group. In this position, Mr. Bonistalli has responsibility for display advertising sales for all periodical publications: *JAMA*, *AMNews*, and the *Archives Journals*.

The display advertising sales staff is based at the association's Chicago headquarters and N.J. offices report to Mr. Bonistalli.

He joined the AMA in 1991 as advertising account manager for Archives Journals, moving to JAMA advertising sales a few years later. An accomplished publishing sales executive with more than 20 years experience working with the pharmaceutical industry, Mr. Bonistalli has numerous honors to his credit, including AMP Advertising Sales Rep of the Year in 2002 and JAMA Sales Leader of the Year in 1996, 1997, 1998, 2000, and 2001.

In addition, Stacey McHugh has joined the AMA as account manager for *Archives of General Psychiatry* and *Archives of Neurology*.

Ms. McHugh, who has an extensive background in media planning, was most recently a senior account manager at Quadrant HealthCom.

Agency POOL

Nathalie BACON

Clinical Connexion Appoints Editorial Director



Clinical Connexion, a medical communications agency located in Newtown, Pa., has appointed Nathalie Bacon as editorial director.

Ms. Bacon is responsible for ensuring the editorial quality of all written materials and for managing the company's

medical writers and medical editors. Ms. Bacon's background includes developing organized workflow systems and processes to enhance the company's day-to-day operations.

Before joining Clinical Connexion, Ms. Bacon was managing editor at ApotheCom Associates.

She has a bachelor of fine arts degree from Moore College of Art & Design and is working toward a master of science in biomedical writing from University of the Sciences in Philadelphia.

She also is a certified editor in the life sciences, Board of Editors in the Life Sciences and

has a Core Curriculum Certificate in editing/writing from the American Medical Writers Association.

Lisa CONNELL

Kristen FORGOTSON

Alison FRANK

John HENNIGAN

Tara MULVANEY

Sheila MUNSON

Tara ORLANDO

Michael PARISI

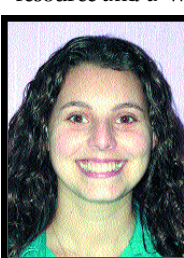
Dana SEMANCIK

David TRENT

Laura YAROSH

Thomas Ferguson Announces Staff Enhancements to Account Management and Creative Teams

Thomas Ferguson Associates (TFA), CommonHealth's founding professional advertising and promotion agency, has announced promotions and new additions to its account management and creative teams. CommonHealth is a healthcare-communications resource and a WPP Group company.



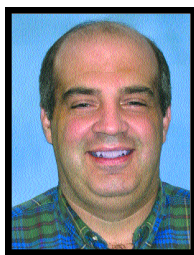
Lisa Connell has been promoted to account executive from assistant account executive. She is responsible for new business development as well as managing her assigned accounts.

Kristen Forgotson has been promoted to assistant project manager from senior traffic coordinator. In addition to the traffic responsibilities associated with her previous title, Ms. Forgotson assumes increased managerial responsibility for projects associated with her assigned accounts.



Alison Frank has been promoted to VP, director of traffic, from director, traffic. Ms. Frank is responsible for traffic supervision of all of the agency's clients to ensure optimum use of talent and resources.

John Hennigan has been promoted to senior VP, managing director, from senior VP, management supervisor. In this new role, Mr.



Hennigan continues to oversee the development and execution of marketing strategies for his assigned accounts.



Sheila Munson has been promoted to senior copywriter. Previously, she held the title of copywriter. Her new position offers increased client contact and additional opportunities to use her creative abilities.



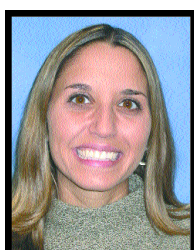
Tara Mulvaney has been promoted to VP, account supervisor, from account supervisor. In this role, she serves as primary liaison between her clients and TFA and managing the internal team to ensure that the work produced is strategically sound and of the highest quality within the timelines and budgets.



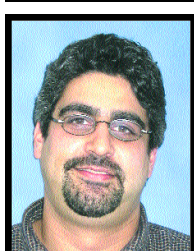
Tara Orlando has joined TFA as a traffic coordinator. She acts as liaison among all members of the agency team to ensure the successful completion of projects for her assigned accounts. Previously, Ms. Orlando was employed as a licensing coordinator with Designs by Skaffles.



Michael Parisi has been promoted to senior VP, management supervisor, from VP, account group supervisor. He continues to direct the development and implementation of marketing strategies for his assigned accounts and also joins CommonHealth's management committee.

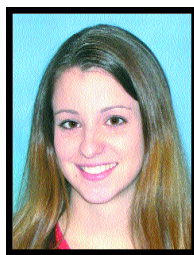


Dana Semancik has been promoted to account executive from assistant account executive. She is charged with overseeing the daily activities of her assigned accounts, ensuring the successful implementation of the brands' marketing initiatives, and working on new business



development.

David Trent has been promoted to VP, group copy supervisor, from group copy super-



visor. In this new role, he oversees the creation of promotional copy for his assigned accounts and also works on new business development.

Laura Yarosh has been promoted to traffic manager from senior traffic

coordinator.

Melissa COOKE

Integrated Communications Appoints VP, Account Group Supervisor



Integrated Communications, the flagship agency of the Lowe Healthcare network, has named Melissa Cooke VP, account group supervisor, for Novartis' Diovan. Integrated Communications is a full-service

healthcare marketing communications agency located in Parsippany, N.J.

Ms. Cooke services both the U.S. and global Diovan assignments for the agency. Diovan, an angiotensin receptor blocker, is approved for the treatment of hypertension in adults.

She previously was a strategic planner for Sentrix Global Healthcare, a division of Sudler & Hennessey, where she developed marketing initiatives and campaigns for Novo Nordisk's diabetes portfolio of products. Previously, she had been a VP, account group supervisor, at CommonHealth and an account director at Ribotsky Worldwide.

Ms. Cooke holds a B.A. from Columbia University.

Gail COOPERMAN

Dudnyk Appoints Director of Client Services



Dudnyk Advertising and Public Relations has appointed marketing veteran Gail Cooperman as director of client services. Ms. Cooperman is charged with managing Dudnyk's existing client relationships, expanding the integrated, independent agency's strategic marketing services, and playing a vital role in new business development.

She brings more than 25 years of experience to the position having provided strategic marketing, branding, and advertising services for high-profile clients in the financial, healthcare, technology, and consumer products sectors.

Before joining Dudnyk, Horsham, Pa., she was president of Booth Bay Marketing, where she directed strategic planning and marketing implementation for a broad range of clients, including UBS PaineWebber, Crozer Keystone Health System, SEI Investments, and Pottstown Area Health and Wellness Foundation. She also served as marketing director for ATX Telecommunications Services and as marketing director, preventive health services, at Independence Blue Cross. Ms. Cooperman also owned and operated her own agency for more than 10 years, Tarlow Marketing Inc., which provided strategic marketing for consumer-focused clients.

In addition to her industry experience, Ms. Cooperman is a member of the Women's Investment Network, an executive volunteer for the Business Volunteers for the Arts, a former board member of the Philadelphia chapter of the March of Dimes, and the former marketing chair of the Montgomery County chapter of the American Heart Association.

Ms. Cooperman is a graduate of the University of Delaware.

Joe DALEY

Phil DESCHAMPS

Gerbig, Snell/Weisheimer Promotions Support Agency Growth

Gerbig, Snell/Weisheimer (GSW), an independent healthcare agency and a subsidiary of inChord Communications Inc., has promoted Joe Daley to president of the GSW Columbus, Ohio, office. Phil Deschamps has been promoted to president of GSW Worldwide.



Mr. Daley takes on responsibility for all GSW business in Columbus, including building and expanding client relationships, managing operations, and driving growth. All of the Columbus-based

account teams report to him.

Mr. Daley has been with inChord since 1998. He most recently served as president of inChord Specialty Companies, overseeing inChord's medical-education company, Cadent Medical Communications, and its data analytics company, Health Process Management. Before that, he served as executive VP at GSW, overseeing the agency's oncology, diabetes, and other critical-care accounts. Before joining GSW, he held several management roles at Bristol-Myers Squibb, including director of business development in the worldwide metabolics franchise management group.

Mr. Deschamps, who previously served as



president of GSW for the past two years, continues to have oversight responsibilities for the agency and all of its locations, but with an increased focus on building GSW's global network in Europe and Asia.

Mr. Deschamps joined GSW in 1998. Before serving as president, he served as executive VP overseeing Prozac and several other CNS accounts for the agency. Mr. Deschamps also played a key role in establishing GSW's presence in Europe in 2000. Before joining GSW, he spent 10 years in the marketing division at Bristol-Myers Squibb.

Denise DAVIS

Former CME Manager at P&G Joins Adair-Greene Healthcare Communications

Atlanta-based Adair-Greene Healthcare Communications has appointed Denise Davis as head of the agency's new full-scale OIG-compliant medical-education services department.

She is a veteran with 13 years of healthcare experience in pharmaceutical R&D program management, medical training, and Rx and OTC clinical research at Procter & Gamble Pharmaceuticals and Marion Merrell Dow.

Ms. Davis, who was P&G's national manager of continuing medical education for the past three years, developed scientific programs for professionals and managed the company's relationships with various medical and nurse practitioner organizations.

Ms. Davis is responsible for creating educational programs that are strategically focused, yet aligned with the best of cutting-edge medicine. In addition, she decides which clinical strategies need to be changed to produce greater healthcare provider competency and better patient outcomes.

In addition to her degrees in nursing and social work, Ms. Davis holds a MBA from Xavier University and currently serves on several professional boards, including the Industry Relations Committee of the American College of Physicians and the Corporate Advisory Boards of both the American College and the American Academy of Nurse Practitioners. She also is a trustee of the Physician Assistants Foundation.

Sissy EASO-JOSEPH

Dr. James LOSS

Two Hires Add to DVC HealthCare Team

DVC HealthCare, a division of DVC



Worldwide, Morristown, N.J., has appointed Sissy Easo-Joseph as senior manager, account services, and James Loss, Ph.D., as medical writer. DVC HealthCare combines scientific expertise with strategic and creative marketing solutions to improve speed to market, accelerate brand uptake, and increase brand loyalty.

Ms. Easo-Joseph provides account management and client-service support for clients. She brings a scientific background to her role at DVC HealthCare, previously serving as an account director at OCC North America.

She received a B.S. in biology and a master of science degree in environmental science with a major in toxicology from the University of Houston. She is currently working on her Ph.D. in health administration.



Dr. Loss is responsible for developing a variety of strategic communication vehicles, including publication plans and medical-education materials for DVC HealthCare's clients. He served as a postdoctoral research fellow in the department of pharmacology at Emory University School of Medicine before joining DVC.

Dr. Loss graduated from Temple University with a bachelor of arts degree in biology and earned his Ph.D. in pharmacology and toxicology at the Philadelphia College of Pharmacy and Science. He has received several professional awards such as the Individual Postdoctoral NIH National Research Service Award.

Antoinette KENTON

Carbon Healthcare Promotes Account Management Member



Carbon Healthcare Communications, a professional advertising and promotion agency, has promoted Antoinette Kenton to VP, account supervisor. Carbon Healthcare, Wayne, N.J., is a unit of Common-

Health, a healthcare-communications resource and a WPP Group company.

In this new position, Ms. Kenton oversees strategic and tactical planning for her assigned brands throughout the products' life cycles, serves as a liaison between the agency and clients, and contributes to new business development. She began her career at Carbon Healthcare as an account supervisor.

Dr. Jo Ann MAYER

Ribotsky Worldwide Hires Medical Director



Ribotsky Worldwide Inc. has hired Jo Ann Mayer, Ph.D., as senior VP, medical director, for Ribotsky Worldwide. Dr. Mayer also leads Alpha & Omega, the medical-education division of Ribotsky. Ribot-

sky is a healthcare communications agency located in Somerset, N.J., and member of the IN Network, an international network of independent advertising agencies.

Before joining Ribotsky, Dr. Mayer served as senior VP for Proteus Scientific; director of medical education for Impact Unlimited; VP, Asia Pacific, for Neostrata Pharmaceutical; director of professional affairs and communications at Johnson & Johnson; regional manager, Cilag Asia Pacific; manager, international market development, Ortho Pharmaceutical; assistant professor of pharmaceutical marketing, St. Joseph's University; manager, cardiovascular, Bristol-Myers Squibb; and product manager, assistant director of clinical research, Pfizer.

Don WETHERHOLD

President Named for Cardinal Health and InChord Joint Venture

Don Wetherhold has been named president of RxPedit LLC. RxPedit is a joint venture between Cardinal Health, a provider of products and services supporting the healthcare industry, and inChord Communications Inc., an independent healthcare marketing company. RxPedit provides comprehensive product launch support to emerging pharmaceutical and biotechnology companies.

In this new role, Mr. Wetherhold is responsible for identifying and building new business for RxPedit, as well as facilitating the integration of complementary inChord and Cardinal Health services into a customized program of services. He is based at inChord's headquarters in Westerville, Ohio.

For the past five years, he served as president of the contract sales and marketing business unit at Cardinal Health. Before Cardinal Health, Mr. Wetherhold worked at Snyder Healthcare Sales. He also has held a variety of marketing and sales management positions at Solvay Pharmaceuticals.

He currently serves on the state and regional advisory boards of OMERIS.

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