## Pharma **POOL**

### Marge M. **CONTESSA**
### Nancy J. **LINCK**
### Thomas C. **SEOH**
### William C. **VINCEK**
### David P. **WRIGHT**

#### Guilford puts focus on future with management additions

In a move aimed at ensuring the company's future success, Guilford Pharmaceuticals Inc. has made several high-level appointments. David P. Wright has been appointed president and chief business officer and will report to Chairman and CEO Craig R. Smith, M.D. In his new role, Mr. Wright assumes broader responsibilities overseeing all commercial and corporate development activities at Guilford, a fully integrated pharmaceutical company targeting the neurological, surgical, and critical-care markets.

In recognition of their important roles in helping to support the Baltimore company's strategic objectives, and their future contributions toward the organization's success, Dr. Smith has also named Marge M. Contessa as senior VP of human resources; Nancy J. Linck as senior VP, general counsel and secretary; Thomas C. Seoh as senior VP of corporate and commercial development and strategic planning; and William C. Vincek as senior VP of pharmaceutical and chemical development.

"This year, Guilford has identified three important strategic objectives, which will be the focus of our future success," Dr. Smith remarks. "These include: accelerating product development, pursuing additional business expansion initiatives, and controlling expenses to preserve our financial stability. These management changes help to align our organization to better support these objectives and ensure the achievement of our goals."

### Ulf **WIINBERG**

#### AHP appoints president of Whitehall-Robins Healthcare Division

American Home Products Corp. has promoted Ulf Wiinberg to the position of president of the Whitehall-Robins Healthcare division. Mr. Wiinberg reports to Robert Essner, president and CEO of AHP, Madison, N.J.

Mr. Wiinberg, 43, is managing director of the United Kingdom subsidiary of Wyeth-Ayerst Pharmaceuticals, the pharmaceutical division of AHP, and has been with the company since 1994, when AHP acquired American Cyanamid.

Mr. Wiinberg joined American Cyanamid's Lederle division in 1981 in Sweden and has held a number of sales, marketing, and general management positions with increasing responsibility overseas and in the U.S. He was area VP for Africa and the Middle East with Wyeth-Ayerst before moving to the U.K. in 1997 as managing director.

Whitehall-Robins Healthcare is a leader in the research and development, manufacture, and marketing of a broad range of consumer healthcare products. The division's products are focused on analgesics, nutritionals, respiratory remedies, and gastrointestinal/topical products.

## Biotech **POOL**

### Dr. Miguel S. **BARBOSA**

#### Chugai Biopharmaceuticals hires VP of discovery biology to lead drug-discovery efforts

Chugai Biopharmaceuticals Inc., a wholly owned subsidiary of Chugai Pharmaceutical Co. Ltd., has appointed Miguel S. Barbosa, Ph.D., as VP of discovery biology. Dr. Barbosa is charged with leading the direction and operation of the company's drug-discovery programs, including high-throughput screening, biochemistry, pharmacology, and new target identification.

Before joining Chugai Biopharmaceuticals, which is committed to the discovery and development of innovative, safe and effective therapeutic agents, Dr. Barbosa was a professor at the Keck Graduate Institute, where he conducted research on the application of genomic technologies to drug discovery.

Dr. Barbosa's previous industry experience includes Signal Pharmaceuticals where, as senior director of lead discovery, he headed efforts in target discovery and characterization, as well as assay development and high-throughput screening for the identification of cancer, osteoporosis, anti-inflammatory, and anti-viral drug candidates.

"We are very fortunate to have Miguel join our discovery team at a time when CBI is growing rapidly and requires quality leadership to help guide that growth," says Alex M. Nadzan, Ph.D., senior VP of research at San Diego-based Chugai Biopharmaceuticals. "He brings to CBI a unique blend of academic and pharmaceutical industry experiences that facilitate the advancement of various key research programs. Miguel's expertise in nuclear receptors and protein kinases fits well with CBI's interests in these areas, and his strength in genomics will boost our new target discovery initiatives."

CBI began as the therapeutics division of Gen-Probe Inc. and was spun out into an independently operated, wholly owned subsidiary of Chugai Pharmaceutical Co. in 1995. CBI is the company's therapeutic presence in North America.

Dr. Barbosa holds a Ph.D. in microbiology and immunology from the University of California, Los Angeles. In addition, he completed a postdoctoral fellowship at the National Cancer Institute, and has served as an assistant professor, University of Texas Southwest Medical Center.

## William BERTRAND
## Dr. Gail FOLENA-WASSERMAN
## Dr. James M. PLUDA

### MedImmune announces executive promotion and appointments

MedImmune Inc. has promoted Gail Folena-Wasserman, Ph.D., to senior VP of development, and has appointed two new executives — William Bertrand, J.D., as VP of legal affairs, and James M. Pluda, M.D., as VP and group leader of clinical research.

Dr. Folena-Wasserman is responsible for all process and analytical methods development, as well as for production of product candidates for clinical testing. Mr. Bertrand is responsible for legal matters including, commercial issues, contracts, intellectual property, and litigation. Dr. Pluda is responsible for overseeing Gaithersburg, Md.-based MedImmune's clinical programs in the oncology arena.

Dr. Folena-Wasserman joined MedImmune in 1991 as director of development after nine years in natural products isolation and biopharmaceutical process development at SmithKline Beecham Pharmaceuticals.

Her responsibilities currently include oversight of all cell culture and purification process development, clinical manufacturing, analytical methods development, and quality control for investigational products. Dr. Folena-Wasserman has a bachelor's degree in biology and chemistry from Montclair State College in New Jersey, and a master's degree in biochemistry and a doctorate in chemistry from the Pennsylvania State University.

Mr. Bertrand joins MedImmune from Pharmacia Corp. where he held a variety of positions over his four-year tenure within the legal department, most recently as associate general counsel. In that role, Mr. Bertrand was responsible for global legal support for various Pharmacia products.

His experience at Pharmacia also includes advertising and promotion review, pricing issues, federal and state governmental legislative issues, contract negotiation and drafting, and fraud and abuse prevention and training. Mr. Bertrand has a bachelor's degree in biology from Wayne State University and a juris doctorate degree from the University of Wisconsin-Madison.

Before joining MedImmune, Dr. Pluda spent 16 years at the National Cancer Institute, a division of the National Institutes of Health, where he held a number of positions. Most recently he was a senior clinical investigator in the developmental chemotherapy section of the NCI's investigational drug branch in the cancer therapy evaluation program, as well as an attending physician of the HIV and AIDS malignancy branch of the intramural Clinical Cancer Research program. His experiences at the NCI included identifying new agents and directing the clinical development of angiogenesis inhibitors and other agents.

Dr. Pluda earned his medical degree from the University of Health Sciences, Chicago Medical School, and his B.S. degree from McGill University in Montreal. He completed his training in internal medicine at the Mayo Clinic. Dr Pluda has authored or coauthored more than 87 publications and has been an invited presenter or chairperson at numerous oncology meetings and symposia.

"It is very exciting to see the talent and leadership which have developed within the company as well as the tremendous new talent we are able to attract from the outside," says David M. Mott, CEO. "Gail Folena-Wasserman joined us 10 years ago as the first member of our development group, and today leads a department of 150. Under Gail's leadership, the development group has been one of the most productive and cohesive teams in the company, consistently delivering excellence and creativity. Bill Bertrand joins us from Pharmacia where he gained tremendous experience with the complex legal issues surrounding advertising, promotion, and pricing while working on the Celebrex team. Prior experience also includes corporate and licensing matters as well as commercial litigation. Jim Pluda is a nationally recognized leader in oncology drug development and angiogenesis and comes to MedImmune after 16 years at the National Cancer Institute."

## Dr. Michael J. GERBER

### Myogen appoints senior VP of clinical development and regulatory affairs

Michael J. Gerber, M.D., joins Myogen Inc. as senior VP of clinical development and regulatory affairs. Dr. Gerber has 10 years experience directing the clinical development of cardiovascular and oncology products in the biotechnology industry. Most recently, Dr. Gerber served as senior VP of clinical development and regulatory affairs at Allos Therapeutics Inc.

SAFETY EXPERT SELECTED AS DEPUTY COMMISSIONER OF FDA

## Dr. Lester M. CRAWFORD

Health and Human Services Secretary Tommy G. Thompson has named Lester M. Crawford Jr., D.V.M., Ph.D., to serve as deputy commissioner of the Food and Drug Administration.

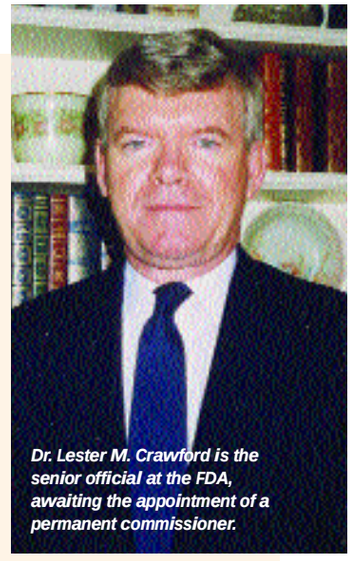
As deputy commissioner, Dr. Crawford is the senior official at the FDA, awaiting the appointment a permanent commissioner of the administration.

"Lester Crawford has devoted his career to promoting safer products for the public, and he brings to the FDA valuable experience and leadership skills," Mr. Thompson says. "With his help, the FDA will continue to build on its successes in ensuring the safety of foods, drugs, and medical products for all Americans."

Dr. Crawford takes over from Bernard A. Schwetz, D.V.M., Ph.D., a career FDA executive who has served as acting principal deputy commissioner since Jan. 21, 2001. Dr. Schwetz, senior advisor for science, continues to work on public health and FDA issues within the agency.

"Dr. Bern Schwetz has led the FDA during a challenging year, when the nation faced its first bioterrorism attack," Mr. Thompson says. "Forward-looking actions by the FDA, such as early and rapid approval of effective drugs against anthrax, played a crucial role in saving lives. I thank Bern for his service over the past year."

Dr. Crawford most recently served as head of the Center for Food and Nutrition Policy at Virginia Tech. He also served as administrator of the U.S. Department of Agriculture's Food Safety and Inspection Service from 1987 to 1991, and as director of the FDA's Center for Veterinary Medicine from 1978 to 1980, and again from 1982 to 1985.



*Dr. Lester M. Crawford is the senior official at the FDA, awaiting the appointment of a permanent commissioner.*

He received a doctor of veterinary medicine from Auburn University in 1963, and a Ph.D. in pharmacology from the University of Georgia in 1969. During his career, he also has served as executive director of the Association of American Veterinary Medical Colleges, executive VP of the National Food Processors Association, as chairman of the University of Georgia's Department of Physiology-Pharmacology, and as a practicing veterinarian.

Dr. Gerber received his medical degree from the University of Colorado and completed a residency in internal medicine at UCLA, and postgraduate fellowships in pulmonary and critical-care medicine, and molecular biology at the University of Colorado.

"Mike brings us outstanding experience in clinical medicine coupled with a broad background in the management of drug development in the biotech industry," says Dr. J. William Freytag, president and CEO of Denver-based Myogen, which discovers and develops drugs to treat heart failure and related cardiovascular conditions. "Mike's training in pulmonary medicine also will prove valuable for our plans to aggressively advance our drug-development program in pulmonary hypertension."

## John M. GILL
## Melinda RUDOLPH

### 3-Dimensional Pharmaceuticals promotes executive to chief operating officer and appoints VP and general counsel

John M. Gill has been promoted to chief operating officer of 3-Dimensional Pharmaceuticals Inc., having joined the company in May of 2001 as executive VP and chief financial officer. In addition, Mr. Gill has been named to the board of directors, increasing the board to nine members.

"The positive impact that John Gill has made on 3DP is apparent throughout all areas of our operation," says David C. U'Prichard, Ph.D., CEO of Yardley, Pa.-based 3DP. "We brought him to the team during a pivotal time in the growth of our company, knowing that we needed someone with broad operational experience. John's comprehensive understanding of the research and development process and our business, in particular, has been critical to our success. I am confident that as chief operating officer and a member of our board of directors, his expertise will be even more valuable to us going forward."

Mr. Gill brings more than 26 years of corporate development and strategic planning experience to the board. Before joining 3DP, he spent 20 years at SmithKline Beecham (now GlaxoSmithKline), where he concluded his tenure as VP and director of operations and finance, research and development.

A certified public accountant, Mr. Gill received his B.A. in accounting and economics from Rutgers University in 1975.

In addition, 3DP has appointed Melinda Rudolph as VP and general counsel. Ms. Rudolph was formerly a partner with Harkins Cunningham.

As an associate at Pepper Hamilton & Scheetz, and later as partner in Harkins Cunningham, Ms. Rudolph counseled clients ranging from newly formed start-up ventures to mature, publicly held biotechnology companies. She also is an active speaker and lecturer on the business and legal aspects of biotechnology and pharmaceutical companies. Ms. Rudolph received her J.D. from the University of Pennsylvania Law School and her B.A., with honors, from the University of Pennsylvania.

"Mindy will play an important role as a member of 3DP's management team as we continue to move forward in achieving our strategic objectives," Dr. U'Prichard says. "She brings with her a strong record of experience and accomplishment in legal matters pertaining to publicly held biotechnology companies including licensing, research and development, product distribution, clinical study, and manufacturing agreements."

## Dr. Marc GURWITH
## James P. PANEK

### VaxGen hires senior VP of medical affairs and chief medical officer, appoints head of manufacturing operations

Marc Gurwith, M.D., a pharmaceutical executive with more than 16 years experience in directing the development of new drugs, has joined VaxGen Inc. as its senior VP of medical affairs and chief medical officer.

Dr. Gurwith, who has published more than 60 scientific papers and is a Fellow with the Infectious Diseases Society of America and the American College of Physicians, is responsible for managing the clinical development of VaxGen's AIDS vaccine, AIDSVAX, including the completion of its Phase III clinical trials and support of a biologics license application to the Food and Drug Administration if the vaccine proves effective. He also manages the clinical development of other products the company may develop.

"With his success managing Phase III clinical trials and his experience in new drug applications, Marc is an excellent addition to VaxGen's executive group," says Lance K. Gordon, Ph.D., CEO at Brisbane, Calif.-based VaxGen. "With the hiring of Marc, we now have a full complement of the senior personnel required to prepare for commercialization of AIDSVAX."

Dr. Gurwith, an infectious disease specialist, previously was VP of drug development, and chief medical officer at Genelabs Technologies. There he was responsible for leading the completion of the Phase III clinical program as well as the preparation and submission of a new drug application to the FDA for a lupus treatment.

Dr Gurwith received his medical degree, cum laude, from Harvard Medical School and earned his bachelor's degree, magna cum laude, from Yale University. He also earned a Juris Doctorate from Temple University School of Law.

Before beginning his career in drug development, he served as an associate professor of medicine at Michigan State University, University of California at Los Angeles, University of Kansas and University of Manitoba.

In a separate announcement, VaxGen has appointed James P. Panek as senior VP of manufacturing operations. Mr. Panek served most recently as senior VP of product operations at Genentech Inc., where he led the development of the world's largest biotechnology manufacturing facility before retiring from the company in January 2001.

At VaxGen, Mr. Panek is charged with overseeing development of the company's manufacturing program, including the evaluation of commercial manufacturing alternatives and construction of any manufacturing facilities that may be required.

"Jim is a pioneer in the industrial production of complex proteins and has extraordinary expertise in building large-scale manufacturing operations and manufacturing licensed products developed from recombinant technology," Dr. Gordon says. "If AIDSVAX proves effective, one of Jim's most important missions will be to help VaxGen travel the shortest path between clinical success and bringing the product to market."

At Genentech, Mr. Panek held a number of positions of increasing responsibility. Most recently, he was senior VP of product operations and was responsible for all operations involved in supplying products for pre-clinical, clinical, and commercial use. In his nearly two decades at Genentech, Mr. Panek was responsible for the design, construction, and maintenance of all facilities, and led the development of manufacturing facilities that enabled FDA approval and launch of Nutropin Depot and Protropin, recombinant products, indicated for the treatment of pediatric growth hormone deficiency; TNKase for heart attack; Rituxan, for non-Hodgkin's lymphoma; and Herceptin for breast cancer. He also was responsible for the purification of all human pharmaceuticals for clinical and market use, and led the successful start-up and licensure of operations for

purification of Activase, the first large-scale cell culture product approved by the FDA.

Mr. Panek holds a B.A. and a M.A. in chemical engineering from the University of Michigan.

## Specialty Pharma **POOL**

### Richard **BROKENSHIRE**

#### LAM Pharmaceutical focuses on execution of marketing and sales strategy

Richard Brokenshire has joined LAM Pharmaceutical Corp. in the newly created position of VP of marketing and sales. Mr. Brokenshire works with both LAM's Chief Operating Officer Joseph Slechta, and CEO, Alan Drizen, to plan and execute an overall marketing strategy for LAM's extensive array of products. His initial efforts will focus on the new generation IPM Wound Gel, which is expected to enter full-scale commercial sales in the second half of this year.

Mr. Brokenshire brings more than 20 years of healthcare marketing and sales experience to LAM, which focuses on the development and commercialization of novel wound healing and transdermal drug-delivery products. Mr. Brokenshire's competencies include global marketing, salesforce inception and management — domestic and international — multiple product marketing, and strategy planning.

Before joining LAM, Mr. Brokenshire was director of U.S. sales for the cardiology vascular access division of St. Jude Medical Inc. in Minneapolis.

"We are very excited about Rick coming on board," says Joseph Slechta, chief operating officer at Lewiston, N.Y.-based LAM. "His corporate sales and marketing experience and proven entrepreneurial skills make Rick particularly well-suited for his position. He will play a key role as part of the senior management team."

"The company's Ionic Polymer Matrix technology lends itself to direct marketing and sales, co-marketing opportunities, technology and product licensing, as the applications of this technology are truly endless," Mr. Brokenshire says.

### Joseph **FINSTER**

#### Connetics names senior VP of marketing

Connetics Corp., a specialty pharmaceutical company focused on the development and commercialization of dermatology products, has appointed Joseph "Jay" Finster to the new position of senior VP of marketing. Mr. Finster is responsible for all aspects of the company's product marketing programs.

A seasoned sales and marketing executive, Mr. Finster has more than 14 years of experience in the biotechnology and pharmaceutical industries, including senior roles in product development, product launch and management, and marketing.

He spent 12 years at Genentech Inc., most recently serving as director of cardiovascular marketing, responsible for long-range strategic planning, the development and launch of new products and indications, licensing/co-promotion strategies, and the development of marketing staff.

"Jay brings a tremendous amount of talent and a proven track record to a strong Connetics marketing team," says Greg Vontz, chief operating officer at Palo Alto-Calif.-based Connetics. "He will be instrumental in achieving our ambitious commercial and product-development goals in the years ahead. Jay's decision to join Connetics validates our increasing momentum and the potential for Connetics to be a leader in dermatology."

"I am confident that my background in the biotech and pharmaceutical industries will enable me to play a key role in the company's expansion going forward," Mr. Finster says.

Mr. Finster earned a B.A. in pre-medical studies, biology, from the University of Notre Dame.

## Genomics **POOL**

### Robert M. **MYERS**

#### Exelixis appoints executive VP of pharmaceuticals

Robert M. Myers has joined Exelixis Inc.'s executive management team as executive VP of pharmaceuticals, with responsibility for building the genomic-based drug discovery company's pharmaceutical business and expanding its corporate and commercial development activities.

Mr. Myers has more than 10 years experience in the biopharmaceutical industry. He comes to Exelixis from Alza Corp., where he held various positions of increasing responsibility, most recently as senior VP of commercial development. In this position, he oversaw the company's commercial development activities, including strategic and corporate planning, new product planning, mergers and acquisitions, and licensing. He played a key role in transforming Alza from a research-based company to a fully integrated pharmaceutical company with more than $1 billion in revenue in 2000.

"Bob's broad experience in business and corporate development, new product planning, and strategic transactions in the pharmaceutical industry will be of significant value to Exelixis as we continue to evolve into a full-scale development and commercial pharmaceutical company," says George A. Scangos, Ph.D., president and CEO of South San Francisco, Calif.-based Exelixis. "We intend to implement multiple strategies designed to expand and to build our internal product portfolio, as well as to establish additional strategic business alliances with pharmaceutical companies."

Mr. Myers earned his MBA from the Stanford Graduate School of Business, and B.S. degree and M.S. degrees in engineering from Stanford University.

### Dr. Max W. **TALBOTT**

#### Introgen Therapeutics hires regulatory affairs specialist

Max W. Talbott, Ph.D., joins Introgen Therapeutics Inc. as senior VP of worldwide commercial development, bringing 28 years of regulatory affairs experience in the pharmaceutical industry to the developer and producer of gene-based drugs for the treatment of cancer and other diseases. Dr. Talbott also brings more than five years experience with the FDA, where he attained the position of acting division director and received the FDA commendable service award.

Before joining Introgen, Dr. Talbott held the title of senior VP of worldwide regulatory affairs and pharmacovigilance at Bristol-Myers Squibb Co. and DuPont Pharmaceuticals Co. He held similar titles at Aventis Pharmaceuticals and Rhone-Poulenc Rorer Pharmaceuticals. At Eli Lilly and Co., Dr. Talbott directed worldwide regulatory operations and managed hundreds of registration submissions. Dr. Talbott served as an acting division director at the Food and Drug Administration from 1980 until 1982.

Dr. Talbott received his Ph.D. in immunology and pharmacology from Rutgers University in 1976, and his M.A. in physiology and B.S. in biology from Ball State.

Dr. Talbott has served on the editorial

board of The Drug Information Journal and has published extensively in the areas of regulatory affairs, pharmaceutical public policy, immunology, and pharmacology.

Dr. Talbott has led worldwide regulatory efforts for the development, registration, and launch of numerous pharmaceutical products on the market today, including Prozac, Taxotere, Gemzar, Campto, Lovenox, Gliadel, Synercid, Nasacort, Tilade, Azmacort, Estalis, Zagam, Rilutek, Evista, Reopro, Cesamet, Levatol, Humulin, Zyprexa, Axid, Permax, Humatrope, Decabid, Dynabac, Pindac, Lorabid, Sustiva, Viaspan, Definity, and Coumadin.

"Dr. Talbott's record of new drug registration and successful market launch of important pharmaceutical products is formidable," says David G. Nance, president and CEO of Austin, Texas-based Introgen. "I am delighted that Max has joined Introgen to help move INGN 201 from the final stages of development to the market. Dr. Talbott's experience with INGN 201 dates back more than six years, where as senior VP of regulatory affairs at Rhone-Poulenc Rorer and Aventis, he led the strategic development and registration plans for INGN 201. Dr. Talbott knows our drug intimately, understands the successful regulatory submission process, is adept at label-claims positioning, and is experienced in market launch activities."

"I have followed the progress of Introgen closely for a number of years," Dr. Talbott says. "I always believed INGN 201 possessed the characteristics to become a widely used cancer drug. I am eager to lead the global registration program for INGN 201. My goal in joining Introgen is simple: I want to register the world's first commercial gene therapy product, and I believe INGN 201 is that product."

In February 2002, Introgen Therapeutics announced that it has received notification from the U.S. Patent and Trademark Office that the name Advexin is now a registered trademark in connection with Introgen's novel gene-based drug for cancer.

The mark is registered in the U.S., the European Union, and numerous other countries. The gene therapeutic Advexin is currently the subject of two randomized and controlled Phase III clinical trials for the treatment of head and neck cancer, as well as numerous other clinical studies for a variety of solid tumors such as lung, brain, prostate, breast, and bladder cancers.

## Ivan D. TRIFUNOVICH

### Third Wave appoints senior VP to lead new genomics business unit

Ivan D. Trifunovich, with a background in both business and science, and more than a decade of experience with major pharmaceutical companies, joins Third Wave Technologies Inc. as senior VP and general manager of its newly created genomics business unit.

Dr. Trifunovich most recently worked for Pharmacia Corp., holding several key positions, including VP of e-business and VP of research strategy and operations.

Before joining Pharmacia, Dr. Trifunovich was director of new product marketing at Johnson & Johnson, where he oversaw the commercialization of the company's oncology drugs.

"Ivan's broad experience in the pharmaceutical industry will be critical to Third Wave as we focus our genomics business on large-scale disease association studies and drug-response marker profiling for adverse reactions and other applications for new and existing pharmaceuticals," says Lance Fors, Ph.D., chairman and CEO of Madison, Wis.-based Third Wave. "Ivan has an impressive record of success at identifying and maximizing high-value market opportunities. He is a superb addition to Third Wave's senior-management team as we continue to set the standard for genomics and personalized patient-care solutions for disease discovery and management."

Dr. Trifunovich earned his doctorate in organic chemistry at UCLA and his master's degree in business administration at the University of Pennsylvania's Wharton School of Business. He is the holder of 10 U.S. patents.

Third Wave, a developer, manufacturer, and marketer of genetic variation analysis products used in the discovery and validation of the genetic basis of disease and the delivery of personalized medicine, recently created two distinct business units. Those units, genomics and personalized patient care, will enable the company to focus its resources on capturing the most rewarding near-term and long-term market opportunities and improving shareholder value.

# Device/Diagnostics POOL

## Randy BERHOLTZ
## Ira MARKS

### Nanogen selects VP of business development, names new general counsel

Ira Marks has joined Nanogen as VP of business development, to lead the implementation and execution of Nanogen's business-development strategy in its pursuit of the molecular diagnostics market.

Before joining Nanogen, Mr. Marks served as president of the Raichem division of Hemagen Diagnostics, a company focused on biochemistry and immunoassays for hospitals, reference laboratories, and veterinarian and doctor offices.

"We are delighted to welcome Ira as the newest addition to our growing molecular diagnostics team and look forward to his contributions," says Randy White, CEO of Nanogen, which is seeking to become the leading provider of electronic microarray technology for genomics-based diagnostics. "Ira brings a remarkable breadth of experience in clinical diagnostics to Nanogen. Esoteric testing, which includes molecular diagnostics, is one of the fastest-growing markets within the diagnostics field. With more than 25 years experience in the clinical diagnostics arena, Ira has a strong sense of new and emerging market opportunities and how to strategically capture value from Nanogen's technology platform, which we believe is ideally suited to simplifying the often complex, difficult to perform molecular-diagnostic tests."

Mr. Marks holds a master's degree from City University of New York.

In other company news, Vera P. Pardee, VP, general counsel and secretary, has resigned her position and Randy Berholtz assumes the role of acting general counsel and secretary. Mr. Berholtz has more than 11 years of legal experience and has been with San Diego-based Nanogen since February 2000.

## David F. ERINAKES

### Cyberonics promotes manager to VP of sales for the U.S.

Cyberonics Inc., which develops and markets medical devices for the treatment of epilepsy and other debilitating disorders using a unique therapy, Vagus Nerve Stimulation, has promoted David F. Erinakes to VP of sales responsible for the U.S. Mr. Erinakes has more than 10 years experience in pharmaceutical and device sales, and sales management, having worked at Pfizer and Cyberonics.

Mr. Erinakes joined Cyberonics in May 2000 as a regional sales director and was promoted to national sales director overseeing U.S. sales in March 2001. Before joining Pfizer in 1991, Mr. Erinakes served in the U.S. Army Special Forces for four years, most recently as a captain.

"David is an effective and experienced leader and manager who has excelled at Cyberonics," says Robert P. Cummins, chairman and CEO at the Houston-based company. "In 2000, he turned around our worst performing region and then following his promotion to national sales director, he reorganized and re-energized our entire U.S. salesforce. The accelerating annual U.S. sales growth, which will exceed 40% in the third quarter, and the outstanding performance of our U.S. sales teams in the last year are a reflection of David's leadership and unwavering commitment to improve the lives of people touched by epilepsy, depression, and other chronic disorders that may prove to be treatable with our patented therapy, Vagus Nerve Stimulation."

## Ephraim HELLER
## Charlie LIAMOS
## Mark TATRO
## Nan WATANABE

### TheraSense announces key management Changes

TheraSense Inc., a leader in glucose monitoring and maker of the FreeStyle system that enables diabetics to measure glucose in smaller amounts of blood, has announced two promotions, an addition to its executive management team, and the planned departure of one of its co-founders.

Chief Financial Officer Charlie Liamos, 42, has assumed the additional role of chief operating officer, which includes overseeing sales and marketing, operations, finance, and information technology. Mr. Liamos, who has been with the company since 1998, has been TheraSense's VP and chief financial officer since July 1999.

Corporate Controller Mark Tatro, 39, has been appointed VP of finance. Mr. Tatro is responsible for the finance department, reporting to Mr. Liamos. Mr. Tatro joined the company in 2000 serving as corporate controller where he played an essential role in establishing the company's accounting policies and procedures.

Nan Watanabe, 46, joins the company as VP of human resources. Previously Ms. Watanabe was a principal at Z Dimensions, a consulting services company in Novato, Calif. She brings to TheraSense 20 years of experience in training and organizational development.

"The promotions of Charlie and Mark and the addition of Nan underscore our commitment to the next phase of TheraSense's growth," says Mark Lortz, CEO of Alameda, Calif.-based TheraSense.

Ephraim Heller, VP of business development and member of the board of directors, has announced his intention to leave TheraSense. He is the company's co-founder and served as its first CEO.

"Over the years Ephraim has been instrumental in the development of TheraSense's technology, intellectual property, and corporate partnerships," Mr. Lortz says. "While we will miss his skills and leadership, we understand his desire to spend more time with his family and entrepreneurial activities and we wish him well. His departure signifies that TheraSense has met important growth milestones since our founding."

Mr. Heller's responsibilities at TheraSense will be assumed by Larry Huffman, VP of international business development.

## Dr. David J. LENTZ

### Strengthened management team to focus on increasing CryoCor's product portfolio

CryoCor Inc., a development stage medical technology company, has named David J. Lentz, Ph.D., to the newly created position of VP of research and development. Dr. Lentz is responsible for overseeing the development of the company's technology used in the CryoCor Cardiac Cryoablation System, as well as other developing technologies for the treatment of cardiac disease. CryoCor's system uses intracardiac cryoenergy to treat patients with irregular heart rhythms, including atrial fibrillation.

"Dr. Lentz is a customer-focused innovator and team builder with a proven track record of bringing more than 50 medical device products from the R&D lab to the marketplace," says Gregory M. Ayers, M.D., Ph.D., founder, president, and CEO of San Diego-based CryoCor. "We are pleased to welcome Dave and look forward to his leadership in the commercialization of the CryoCor Cardiac Cryoablation System and other new CryoCor technologies."

Dr. Lentz, in joining CryoCor, is building on his distinguished career of more than 25 years with companies such as Medtronic Inc., Meadox Medical, and Warner-Lambert Co. At Medtronic, he held the position of VP and general manager of the coronary interventional vascular business.

Dr. Lentz has a Ph.D. in physical chemistry from the University of Utah, a M.S. in organic chemistry from Rochester Institute of Technology, and a B.S. in chemistry from The State University of New York. He is the author of numerous journal articles and has more than 50 issued patents.

## Brian SEGRIN

### Metrika promotes executive to VP of sales and customer service

Metrika Inc., a developer of diabetes monitoring devices, has promoted Brian Segrin to VP of sales and customer service. Mr. Segrin most recently served as Metrika's senior director of worldwide sales and marketing.

In this new position, Mr. Segrin is responsible for expanding Metrika's salesforce and establishing worldwide distribution channels for A1cNow — the first single-use, disposable test for measuring hemoglobin A1c (HbA1c) in patients with diabetes. With product availability slated for this quarter, he also is charged with implementing and overseeing Metrika's customer-relations program.

Before joining Metrika, Mr. Segrin was with LifeScan, a Johnson & Johnson company and leading supplier of blood glucose monitors.

During his 11 years with LifeScan, Mr. Segrin held several positions, including director of health systems, director of sales operations, area hospital sales manager, and regional business manager.

"Brian has been a tremendous asset to Metrika's team over the past year," says Michael Allen, CEO, chairman and founder of Sunnyvale, Calif.-based Metrika. "His industry experience will lead our salesforce in making rapid, accurate A1c test results accessible to diabetes patients and care providers. Customer relations is a top priority for Metrika, and Brian's dedication to the diabetes market makes him a natural choice to head up this effort."

Mr. Segrin received his bachelor's degree in business administration from the University of Wisconsin-Milwaukee.

## Dr. Nassim USMAN

### Ribozyme Pharmaceuticals selects pioneer as chief scientific officer

Dr. Nassim Usman, a pioneer in developing the chemistry and biochemistry of nucleic acids and credited with the development of a method for the synthesis of RNA that is used throughout the industry, has been promoted to chief scientific officer and VP of research and development at Ribozyme Pharmaceuticals Inc.

Before joining RPI in 1992, Dr. Usman was a NIH Fogarty and NSERC postdoctoral fellow and scientist in the departments of biology and chemistry at the Massachusetts Institute of Technology.

During his 10 years at RPI, Dr. Usman has been responsible for the design and synthesis of several stabilized ribozymes that are the basis for RPI's current product candidates. His breadth of experience also includes the development of a large patent portfolio, authoring 80 publications covering nucleic acids, building the manufacturing process at RPI, and instituting partnerships for the development of Heptazyme and Angiozyme programs. In addition, he was a founder of atugen AG, a leading functional genomics company, and is a member of the company's board of directors.

"We are delighted to have a person of Nassim's caliber with such outstanding qualifications and experience that will help move RPI into a leadership position within the biotherapeutic industry," says Howard W. Robin, president and CEO at Boulder, Colo.-based RPI, a leader in the development of ribozyme-based biotherapeutics and diagnostic tools for the treatment and monitoring of significant human diseases. "We look forward to the further clinical development and ultimately the commercialization of RPI's first product that will confirm that this exciting technology works in patients, and will help to improve the diagnosis and characterization of disease, leading to better health treatment in cancer and hepatitis."

## Drug Discovery/ Development **POOL**

### Carl A. **PELZEL**

#### Invenux appoints former GlaxoSmithKline executive as president and CEO

Invenux Inc., a privately held drug-discovery company, has named Carl A. Pelzel as president and CEO, overseeing the company's efforts to fully leverage the potential of its proprietary technology, Evolutionary Chemistry, in the field of pharmaceuticals. Mr. Pelzel joined Invenux in March 2001 as president and CEO of the company's wholly owned subsidiary, Evolutionary Medicine, which consolidated with Invenux in December 2001.

Before joining Invenux, Mr. Pelzel held numerous high-level positions at GlaxoSmithKline, formerly GlaxoWellcome Inc., including VP of sales and marketing for the U.S. HIV and oncology division; VP of international commercial development for HIV; country manager, China; general manager of operations, Hong Kong; and director in the group commercial strategy directorate in London. While in Asia, he also served as president of the Pharmaceutical Association in Hong Kong.

Mr. Pelzel replaces founder Bruce Eaton, Ph.D., who continues with the company as senior VP of technology advancement and a member of the board of directors.

"With the consolidation of Evolutionary Medicine and Invenux, we have streamlined our operations and are better equipped to maximize the commercial value of the compounds discovered through Evolutionary Chemistry," Mr. Pelzel says. "We are currently focused on advancing research and development for the first Evolutionary Chemistry-derived compounds, which are the only known monobactam antibiotics with gram-positive activity."

## Emerging **POOL**

### Dr. James J. **CAPPOLA**

#### NitroMed turns to biopharma veteran to oversee product development and regulatory affairs

Expanding upon the company's late-stage product development and regulatory management capabilities, NitroMed Inc. has appointed James J. Cappola, M.D, Ph.D., as senior VP of clinical and regulatory affairs.

Dr. Cappola brings more than 16 years of biopharmaceutical experience to NitroMed's management team. His immediate responsibilities include oversight of NitroMed's confirmatory trial for BiDil, the African American Heart Failure Trial (A-HeFT), which is the first prospective trial conducted exclusively in black men and women suffering from heart failure.

Dr. Cappola joins NitroMed from the Covalent Group, where he was chief medical officer. Dr. Cappola brings extensive experience in general and cardiovascular drug development, in particular having worked on trandolapril, isosorbide dinitrate, Rythmol, Metadate, and most recently nebivolol.

"Dr. Cappola's appointment reflects the significant progress with our lead product, BiDil, and other nitric oxide development programs," says Manuel Worcel, M.D., president and chief medical officer of Bedford, Mass.-based NitroMed. "At this important stage of NitroMed's expansion, we are committed to enhancing our clinical knowledge and expertise, which is critical to the rapid advancement of BiDil. His extensive cardiovascular drug-development expertise will assist in guiding us through pivotal trials with BiDil and our other product-development programs."

"Joining the NitroMed management team has provided me with the unique opportunity to work on developing the first heart failure product designated specifically for an African-American patient population," Dr. Cappola says. "I look forward to doing my part in advancing a much-needed treatment alternative for these patients."

Dr. Cappola received his M.D. from Instituto de Ciencias Biomedicas, Universidad Autonoma de Cd. Juarez, Mexico, in 1983 and his Ph.D. in immunology and microbiology at the Waksman Institute of Rutgers University in 1972, and is an active member in the American Academy of Pharmaceutical Physicians.

### Judith S. **HEDSTROM**

#### Alteon adds pharma marketing and licensing expert to senior-management team

Pharmaceutical marketing and licensing expert Judith S. Hedstrom joins Alteon Inc. as senior VP of corporate development, with responsibility for Alteon's commercial development strategy and implementation, critical next steps for its lead product ALT-711, which is in clinical development for reversing the progressive stiffening of the cardiovascular system that ultimately results in systolic hypertension, diabetic cardiomyopathies, congestive heart failure, and other disorders.

Before joining Alteon, which is developing several new classes of drugs that reverse or slow down diseases of aging and complications of diabetes, Ms. Hedstrom was at McKinsey & Co. Inc., where she was a leader in the pharmaceutical and medical products practice, serving both large and emerging pharmaceutical clients. With more than 20 years in the healthcare industry, Ms. Hedstrom's expertise is in building the interfaces between R&D, product development, and marketing.

"Judy Hedstrom brings to Alteon significant experience in the commercial challenges that face an emerging company, and she provides a critical component to our future marketing and licensing strategy," says Kenneth I. Moch, president and CEO of Ramsey, N.J.-based Alteon. "She is highly regarded in her field, and is a key addition to the Alteon leadership team as we move forward with ALT-711 and work to expand our product pipeline."

Ms. Hedstrom holds a MBA in finance and marketing and a B.A. in chemistry from The University of Chicago.

## Dr. Stephen L. WARREN

### Expert scientist joins Atrix as VP of research and development

With impeccable scientific credentials and hands-on biotechnology industry experience, Stephen L. Warren, M.D., joins Atrix Laboratories Inc. as VP of research and development. Dr. Warren succeeds Richard L. Jackson, Ph.D., who is retiring from his executive position with the company. Dr. Jackson continues to serve as a member of Atrix's scientific advisory board and as a consultant to the emerging specialty pharmaceutical company, which is focused on advanced drug delivery.

Among his positions within the biotechnology industry, Dr. Warren has served in leadership positions at such companies as NeXstar Pharmaceuticals, Gilead Sciences Inc., and Allos Therapeutics Inc.

Dr. Warren has held faculty positions in the departments of pathology and biology at Yale University School of Medicine. He also served as an attending physician in the department of pathology, Yale-New Haven Hospital. During his tenure as an academic physician, he acted as a consultant to medical, surgical, and radiation oncologists at numerous hospitals, including Yale-New Haven Hospital, Washington University School of Medicine, West Haven Veterans Hospital, and the Fox Chase Cancer Center.

Dr. Warren has extensive experience in the field of oncology and cancer research, with memberships in the American Society of Clinical Oncology, the American Association of Cancer Research, and the American Association of Pharmaceutical Physicians. He also is a diplomate with the American Board of Anatomic Pathology. Dr. Warren has published extensively on mechanisms of cellular growth regulation, which he studied using a variety of cellular and molecular techniques.

"Beyond his outstanding credentials as an expert scientist and physician, Dr. Warren brings a strong strategic perspective to Atrix with a recognized ability to critically evaluate new product and compound opportunities," says David R. Bethune, chairman and CEO at the Fort Collins, Colo.-based company. "We are fortunate to have such a highly respected, well-rounded, and experienced physician-scientist joining the Atrix team to lead our research and development efforts as Atrix moves into its next stage of growth and development.

"I wish to thank Richard for his many significant contributions during his tenure as head of research and development," Mr. Bethune continues. "His leadership has been an important part of Atrix's evolution into a strong drug-delivery and drug-development company, and we look forward to his continued insights as a member of the scientific advisory board."

# Supplier POOL

## Dr. Ron CARROLL
## Dr. Daniel R. MARSHAK

### Cambrex appoints chief technology officers of biotechnology and pharmaceutical technologies

Cambrex Corp., a leading global supplier of human health and bioscience products to the life-sciences industry, has made two key appointments that reflect the company's continuing commitment to bring innovation and speed to drug discovery, development, and manufacturing processes through a multi-faceted approach of research and development, licensing, and acquisitions to accelerate corporate growth.

The company has appointed Daniel R. Marshak, Ph.D., as VP and chief technology officer of biotechnology, and Ron Carroll, Ph.D., as VP and chief technology officer of pharmaceutical technologies.

Dr. Marshak is responsible for technology development in the biological sciences, concentrating on licensing and corporate development. He chairs Cambrex's scientific advisory board and oversees biotechnology development throughout the organization.

Dr. Marshak joined Cambrex, East Rutherford, N.J., in 2000 as VP of research and development, biosciences. He brings more than seven years management experience in the biotechnology industry, as well as 15 years of academic and consulting experience in biochemistry and cell biology. Dr. Marshak maintains an appointment as adjunct associate professor at Johns Hopkins University School of Medicine, and retains his positions on various professional boards.

Dr. Marshak holds a B.A. from Harvard College, and a Ph.D. from The Rockefeller University, both in biochemistry. He is noted for his recent research in adult stem cells and earlier work in the biochemistry of signal transduction.

Dr. Carroll is responsible for the development of pharmaceutical technologies from small molecules, including novel drug-delivery technologies, also concentrating on licensing and corporate development. He continues to oversee the Cambrex Center of Technical Excellence in North Brunswick, N.J.

Dr. Carroll joined Cambrex in September 1997 as VP of technology with responsibility for technical evaluation of growth strategies. Previously, Dr. Carroll was with Bristol-Myers Squibb Co., as VP of chemical development, technical operations.

Dr. Carroll brings more than 35 years experience from Bristol-Myers Squibb and Pfizer Inc., to Cambrex, focused on chemical development of pharmaceuticals and medicinal chemistry.

Dr. Carroll received his B.A. from DePauw University, Greencastle, Ind., in 1962. In 1966 he was awarded a Ph.D. in synthetic organic chemistry from Northwestern University.

In addition, Dr. Carroll is a member of the American Chemical Society, serving as chairman of the Syracuse, N.Y., section from 1992 to 1994.

## Dr. Susan A. EVANS

### Caliper Technologies appoints VP of product development

Susan A. Evans, Ph.D., joins Caliper Technologies Corp. as VP of product development, with responsibility for all aspects of Caliper's product development, including new products and line extensions. Before joining Caliper, the leader in lab-on-a-chip technology, Dr. Evans was VP of research and development at LifeScan Inc., a Johnson & Johnson company. At LifeScan she was responsible for managing the company's R&D program.

"Susan has a demonstrated expertise developing and managing extensive product pipelines, including the development of new products, as well as line extensions," says Dan Kisner, M.D., president and CEO of Mountain View, Calif.-based Caliper. "Susan has managed instrument system development in the clinical-diagnostics industry, thus adding an important skill set and knowledge base to Caliper's management team, and advancing Caliper's commercialization plans."

Dr. Evans is a fellow of the National Academy of Clinical Biochemistry. She also is president-elect, a member of the executive committee, and serves on the board of directors of the American Association for Clinical Chemistry.

In addition, she is the corporate representative and secretary for the education and management division of the International Federation of Clinical Chemistry and Laboratory Medicine.

Dr. Evans has an undergraduate degree in chemistry, and a doctorate in biochemistry. She was a postdoctoral fellow at Henry Ford Hospital in the Department of Pathology.

## Greg KAUPP
## Dr. Philip OLSON
## Mary PUNCOCHAR

### Prime Therapeutics names interim president and CEO, hires senior VP of sales and marketing

Prime Therapeutics Inc., a pharmacy benefits solutions company, has named Philip Olson, M.D., as interim president and CEO, replacing Steven S. Martin, who has been appointed CEO of Blue Cross and Blue Shield of Nebraska.

Dr. Olson is currently a board member for Prime Therapeutics. Dr. Olson will be in this role until Mr. Martin's successor is named. "Dr. Olson brings a unique understanding of our business and our distinctive strategies in serving Blue Cross Blue Shield plans," says John Anderson, chairman of the board for St. Paul, Minn.-based Prime Therapeutics. "His strong clinical and financial analysis background and his vision for appropriate pharmaceutical care management will ideally serve Prime Therapeutics during this time."

Dr. Olson was an internal medicine specialist with Affiliated Medical Centers in Willmar, Minn., from 1977 to 1994. From 1994 to 2000 he served as a staff physician in geriatrics at the Veterans Administration Hospital in Minneapolis.

In addition, Prime Therapeutics has hired Mary Puncochar as senior VP of sales and marketing. In this role, Ms. Puncochar is responsible for all sales initiatives, corporate communications, market research, and new products required for corporate competitiveness. Before joining Prime Therapeutics, she was assistant director of sales for Bayer Corp.

While at Bayer, Ms. Puncochar developed and directed multiple key marketing initiatives. These included promotional, managed market, scientific communications, Phase IV planning, and opinion-leader development.

In other company news, Greg Kaupp, former senior VP of sales and marketing, is now the senior VP of external affairs, responsible for building strategic relationships with key outside constituencies and government programs.

# Service POOL

## Judy BRAMSON

### Doctors + Designers expands account management staff in Midwest to support business growth

Doctors + Designers, a health education company, has appointed Judy Bramson as a new account manager based in Chicago, to cover the company's expanding Midwest business. Ms. Bramson has held positions within Web-based healthcare marketing and healthcare advertising, most recently as the director of sales for ConferenceSeek Inc., based in Evanston, Ill.. She has a B.A. from the State University of New York at Albany.

"With the expanded growth of our Midwest business it is with pleasure that we can add someone with Judy's experience to our sales team," says Diane Teasdale, VP of client services. "Her experience in advertising and account management further enhance the presentation and selling of our award-winning and creative health-education programs to our clients."

## Leslie CATE
## Dr. David A. DWORACZYK

### Quintiles selects leaders for clinical development unit

Quintiles Transnational Corp., which provides information, technology, and services to bring new medicines to patients faster and to improve healthcare, has made two additions to its clinical development unit.

Leslie Cate joins as VP of project management, responsible for directing one of Quintiles' four project management groups that oversee the administration of clinical trials for customers.

Ms. Cate has extensive experience in project management and clinical research. Most recently, she was with nTouch Research, where she was VP of clinical operations.

Ms. Cate received her bachelor's degree in biology from Meredith College, and her master's degree in nutrition from Virginia Polytechnic Institute.

In another appointment, David A. Dworaczyk, Ph.D., joins Quintiles as VP of clinical operations, with responsibility for overseeing clinical monitoring and regulatory documentation at investigator study sites in the U.S. and Canada.

Before joining Research Triangle Park, N.C.-based Quintiles, Dr. Dworaczyk held leadership positions with several healthcare companies, including PRA International and Premier Research Worldwide.

Dr. Dworaczyk received his bachelor's degree in biology from Daemen College, his master's degree in cell and molecule biology from the State University of New York at Buffalo, and his doctorate degree in leadership and business administration from the University of Delaware.

"Leslie and David bring significant industry experience to Quintiles," says Joe Colatuno, president of clinical development services, Quintiles Americas. "Our customers and employees can expect to benefit from their leadership and guidance as they work closely with our project teams and professionals in the field."

Quintiles' clinical development services unit offers global expertise in drug development from Phase II through regulatory submission and consists of services, including clinical-trials management, investigator recruitment, patient recruitment, study monitoring, data management, regulatory, and biostatistical services.

## Ken FILL

### The DeLor Group names senior VP of marketing

The DeLor Group, a corporate and product brand identity company, has named Ken Fill as senior VP of marketing. Mr. Fill comes to DeLor, Louisville, Ky., with a strong background in brand strategy and design, advertising, and marketing communications. Most recently a partner with East End Management Group LLC, Mr. Fill rounded his career with corporate planning, business consultancy, and general management experience.

Mr. Fill's creative marketing history includes president at Creative Alliance Inc. and more than 20 years of professional development at Leo Burnett, where he served as VP of client services. During his tenure, he led and managed the marketing and communications programs for such well-known brands as McDonalds, Hallmark, Black & Decker, and Procter & Gamble.

Mr. Fill earned a B.S. in business administration from Bowling Green State University and participated in executive programs at Northwestern University's Kellogg Management Institute, and Institute of Advanced Advertising Studies at the Medill School of Journalism.

## Kathleen KILLMEYER

### Dimensional Healthcare selects sales and marketing professional to lead business development

Sales and marketing professional Kathleen Killmeyer has joined Dimensional HealthCare, a designer and implementer of community-based trials, as VP of business development.

Ms. Killmeyer has more than 18 years experience in the healthcare industry, spanning new business development, strategic, and tactical planning, and client services.

"Our goal is to bring innovation and professionalism to the conduct of community-based trials, and Kathleen's experience and strong skills will be an asset in developing winning concepts and results-oriented programs for our clients," says Michael Morales, president and CEO of Cedar Knolls, N.J.-based Dimensional HealthCare.

## Dr. Michael E. WOEHLER

### Parexel International selects president of clinical research services

Parexel International Corp., one of the world's largest biopharmaceutical outsourcing companies, has promoted Michael E. Woehler, Ph.D., to president of clinical research services.

Dr. Woehler most recently served as Parexel's senior VP for clinical research services in North America. He has experience in senior-level management, business development, and research in the pharmaceutical and biotech industries. Before joining Parexel, he served as president and CEO of Mosaic Technologies, a private company marketing DNA analysis technologies.

"Dr. Woehler's focus is on strengthening Parexel's worldwide clinical-research operations and enhancing the company's reputation for client-focused service," says Carl A. Spalding, president and chief operating officer, at the Boston-based company. "Since joining Parexel, Dr. Woehler has made important contributions to generating new business and improving operational effectiveness."

Dr. Woehler received his B.S. in biology and chemistry from Northwestern University and a Ph.D. in immunology from Marquette University.

# Media POOL

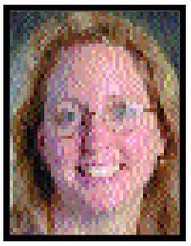
## Amy CLARKE
## Carol JAXEL

### Thomson Medical Economics announces two promotions

Thomson Medical Economics has promoted Carol Jaxel to VP of sales and customized program management, and has promoted Amy Clarke to VP of marketing and brand management within the medical education and communications group (MEGG).

In her new position, Ms. Jaxel is responsible for sales for the entire group. She also maintains her responsibilities for the customized medical education programs operation.

In 1985, Ms. Jaxel joined Thomson Medical Economics — which provides about 170 high-quality healthcare information products and services, including magazines, directories, references, newsletters, and online services — as promotion coordinator for *Drug Topics* and *RN* magazines. She then served as account manager for *Red Book*, *Medical Laboratory Observer*, and *Drug Topics* before becoming national sales manager in 1996. Ms. Jaxel was promoted to publisher of *Drug Topics* and *Hospital Pharmacist Report* in 1999. Last year, she was named VP of marketing and brand management within MECG.



Ms. Jaxel earned the prestigious Lansing Chapman Award for excellence in sales in 1994 and a Rolex Award as one of the top salespeople in 1996. In 2000, the Healthcare Businesswomen's Association honored her as a "rising star."

"Carol has demonstrated a remarkable track record in her career at Medical Economics, both as a highly decorated salesperson and as a very successful manager," says Terrence W. Meacock, senior VP at MECG.

As VP of marketing and brand management, Ms. Clarke is responsible for key functions, including circulation, research, and promotion, as well as overall management of MECG's brands.

Ms. Clarke joined Montvale, N.J.-based Medical Economics in 1993 as account manager for *Contemporary Pediatrics*. She was promoted to senior account manager in 1995 and became national sales manager for the three Contemporary titles in 1996. She was named publisher of *Contemporary OB/GYN*, *Contemporary Pediatrics*, and *Contemporary Urology* in 2000. Last year, she was promoted to senior director of marketing and brand management.

"Under Amy's direction, the Contemporary group achieved a successful publishing and customized program operation that represents the model for all of our MECG brands," Mr. Meacock says. "Amy is clearly the right person to now head up all of our marketing and brand management activities."

## Dr. Steven A. SILBER

### SCP Communications promotes clinical-trials expert to chief medical officer

Steven A. Silber, M.D., has been promoted to chief medical officer for SCP Communications Inc. Dr. Silber, 53, previously was president of Premier Research and held that position since January 2000, when SCP Communications acquired the clinical research organization from Premier Research Worldwide.

In this expanded role, Dr. Silber is responsible for providing medical and scientific input to the medical education division of SCP and assisting in the overall business development efforts of the company.

During his career, Dr. Silber has started two companies, the Information Companies of America, one of the first ventures aimed at providing physicians with access to medical information via online databases and electronic journals, and Medical Broadcasting Company, a medical marketing and communications firm.

In addition, Dr. Silber also has held positions at SmithKline Beecham in medical and regulatory affairs and clinical research and development, and he spent several years on the faculty of the University of Pennsylvania.

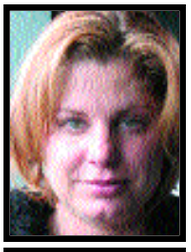
"Steven Silber's appointment as chief medical officer is a natural step given the important management and leadership contribution he has provided to Premier Research and SCP Communications," says William M. Passano III, CEO, at New York-based SCP Communications, a provider of a broad range of clinical research, medical education, and journal publications to the healthcare industry. "Steve has played an integral role in doubling the number of clinical trials conducted at Premier Research since year 2000. We are delighted to have Dr. Silber serving in this capacity on SCP Communications' executive team."

Dr Silber received his M.D. from John Hopkins University School of Medicine in 1976. He completed his residency in internal medicine, his fellowship in general internal medicine, and his chief residency at the hospital of the University of Pennsylvania.

## Agency **POOL**

### Jessica **AGONE-RESSA**
### Dr. Steven J. **CALLY**
### Tara **DIMILIA**
### Jamie **KEITH**
### Kerri-Ann **MCLEES**
### Dr. Nicholas A. **SQUITTIERI**
### Susan **SUCHCICKI**
### Lisa **TAGLIARENI**

**Catalyst Communications adds scientific and promotional talent**



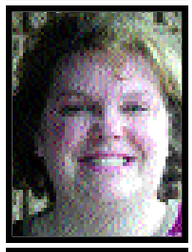

Catalyst Communications Inc., an independent healthcare agency, has made several new account staff additions, including Nicholas A. Squittieri, M.D., and Steven J. Cally, Ph.D., both scientific directors.

Dr. Squittieri joins Catalyst, South Plainfield, N.J., from Accel Healthcare Communications, where he also held the position of scientific director. Dr. Squittieri has more than eight years of pharmaceutical marketing experience working with several pharmaceutical clients.

Dr. Cally has worked in different aspects of health communications for more than four years, providing counsel to clients such as Novartis, Schering-Plough, and Pharmacia. He also was with Integrated Communications Inc., where he served as associate medical director. Before entering healthcare communications, he performed biomedical research at the University of Pennsylvania.

In addition, Catalyst also announced other key staff appointments. Tara DiMilia joins as associate project director from the healthcare public relations firm of Belsito & Co., where she was VP. Lisa Tagliareni joins Catalyst as senior project manager from Innovative Medical Education, where she was a program manager. Jamie Keith joins as associate manager, speakers bureau. Ms. Keith was previously project/event coordinator at Advanced Communications & Education. Susan Suchcicki joins as senior project coordinator from the Sawtooth Group, where she held the title of assistant account executive. Kerri-Ann McLees joins the agency as senior project coordinator from Novartis Pharmaceuticals, where she was promotional manager.






Among key promotions at the agency is Jessica Agone-Ressa, who has been named VP, copy supervisor. Ms. Agone-Ressa, who joined Catalyst in 1999, has more than 10 years of pharmaceutical marketing experience.

### Kathy **ARNAUER**
### Gail **JOHNSON**
### John D. **KOHUTKA**
### Kathleen **MURPHY**
### David **RAUBE**
### Neil **WASSERSTEIN**

**Ted Thomas Associates announces new executive positions**

Healthcare advertising agency Ted Thomas Associates, a Philadelphia-based division of Vox Medica, has made several new appointments.

Neil Wasserstein has been named senior director of market research. Mr. Wasserstein has more than 27 years of market research experience and was previously with Arbor Inc., a market research firm. Mr. Wasserstein graduated magna cum laude with a B.S. in economics and marketing and has taken graduate-level courses in economics.

Other appointments include David Raube as VP and associate creative director of art. Mr. Raube was formerly creative director at KF Dunn & Associates and has 18 years experience in business-to-business advertising, marketing pharmaceutical brands, as well as consumer products. Mr. Raube has worked on pharmaceutical brands such as Sandostatin, Cardiolite, Apligraf, and Stocrin. Mr. Raube has contributed to the winning of various awards during his career, such as six BMA Penny Awards and a Silver Award from the Art Directors' Club in Philadelphia.

Gail Johnson has been named VP and associate creative director of copy. Ms. Johnson, formerly associate creative director of copy at The Hal Lewis Group, has more than 18 years experience in both international and domestic healthcare and pharmaceutical promotion and advertising. Ms. Johnson graduated from Lawrence University, magna cum laude and is a member of Phi Beta Kappa.

Kathy Arnauer, who has been appointed as senior copywriter, was formerly a copywriter at Dorland Sweeney Jones.

Kathleen Murphy is the agency's new production art director. Ms. Murphy was formerly a graphic designer at Domsky & Simon Advertising.

John D. Kohutka has been appointed account supervisor. Mr. Kohutka was formerly a promotion manager at Merck & Co.

### Paul **O'NEILL**

**Integrated Communications selects agency veteran to oversee management and strategic development**

Integrated Communications, a Lowe Healthcare company, has appointed Paul O'Neill to the position of executive VP and director of client services. Mr. O'Neill is responsible for the management and strategic development of the agency's client-service function and assumes a lead role in identifying and developing new business opportunities.

Mr. O'Neill joins Integrated, Parispanny, N.J, from Cline Davis & Mann, where he held the position of senior VP and managing director, overseeing such brands for Novartis, Pfizer and GlaxoSmithKline, Abbott, Bausch and Lomb, Merck, Procter & Gamble, and Wyeth-Ayerst. He has broad category experience that complements the Integrated Communications' current product assignments, including Alzheimer's disease, antifungals, antipsychotics, hormone replacement therapy, and osteoporosis.

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