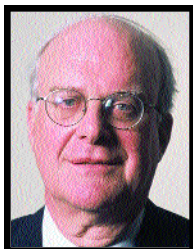




Pharma POOL

Robert **GELBARD**

ICN Pharmaceuticals Appoints
Former Ambassador to Head
International Efforts



Former Ambassador Robert Gelbard joins ICN Pharmaceuticals Inc. as senior VP for international affairs and government relations. Mr. Gelbard is the company representative with foreign governments and organizations and with U.S. government agencies and industry trade groups.

Mr. Gelbard has held numerous senior positions with the U.S. State Department, most recently serving as U.S. ambassador to Indonesia and East Timor. He served as special representative of the president and the secretary of state for the Balkans from 1997 until 1999. In that position, he was responsible for all aspects of U.S. government policy development and civilian implementation in the region. Other major positions Mr. Gelbard has held include: U.S. ambassador to Bolivia, assistant secretary of state for International Narcotics and Law Enforcement Affairs, and principal deputy assistant secretary of state for Inter-American Affairs. Upon his retirement from the State Department in January 2002, Mr. Gelbard was awarded the Secretary's Distinguished Service Award, the State Department's highest honor, from Secretary of State Colin Powell.

Mr. Gelbard joined the Foreign Service in 1967 after serving in the Peace Corps in Bolivia from 1964 to 1966. He graduated from Colby College in 1964 with a B.A. in history, and in 1979 received an MPA in economics from Harvard University. He was awarded an honorary law degree from Villano-

va University in 1998. For his service as ambassador to Bolivia, Mr. Gelbard was awarded that country's highest honor for foreign citizens, "Condor of the Andes, Order of the Grand Cross."

"I am proud to have Ambassador Gelbard join ICN Pharmaceuticals," says Milan Panic, chairman and CEO of Costa Mesa, Calif.-based ICN Pharmaceuticals. "He is widely recognized as a leader in international affairs at the highest level. His experience in Washington affairs also will help ICN enhance its rightful place in the pharmaceutical industry."

Dr. Cecil B. **PICKETT**

Dr. Jonathan R.

SPICEHANDLER

Schering-Plough Appoints
President and Chairman of
Research Institute

Schering-Plough Corp. has named Cecil B. Pickett, Ph.D., as president of Schering-Plough Research Institute (SPRI), with responsibility for all aspects of the institute. In addition, Jonathan R. Spicehandler, M.D., has been appointed chairman of SPRI. In his new position, Dr. Spicehandler, 53, becomes a member of the Schering-Plough operating committee and serves as chief scientific adviser to senior management.

Dr. Pickett, 56, joined SPRI in 1993, and most recently was executive VP of discovery research, responsible for the planning, management, and oversight of Schering-Plough's new drug-discovery programs across all therapeutic areas, and for coordinating those programs with other research and commercial components in the company. He came to SPRI from Merck Research Laboratories, Montreal, Canada, and West Point, Pa., where he served as senior VP of basic research.

Dr. Pickett has been published extensively in leading research journals and has been a frequent speaker at scientific symposia and con-

ferences. He has received several major academic awards, appointments, and fellowships and serves on a number of scientific committees and editorial boards of medical journals and research organizations.

Dr. Pickett serves as a member of the Food and Drug Administration science board, the advisory committee to the director of the National Institutes of Health, and The National Cancer policy board of the Institute of Medicine. He was elected to the Institute of Medicine of the National Academy of Sciences in 1993 and also is a member of The American Society for Cell Biology, American Society of Biochemistry and Molecular Biology, American Association for Cancer Research, and American Association for the Advancement of Science.

Dr. Pickett received his B.S. in biology from California State University, Hayward, Calif., and his Ph.D. in cell biology from the University of California, Los Angeles.

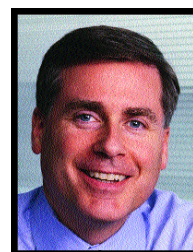
Dr. Spicehandler joined Kenilworth, N.J.-based Schering-Plough in 1982 as senior director, immunology and anti-infective clinical research. He was appointed VP of clinical research in 1985; VP of biological research in 1991; and VP of operations in 1992. He was named president of SPRI in July 1993.

Dr. Spicehandler has authored numerous articles for scientific publications. Dr. Spicehandler is a diplomate of the American Board of Internal Medicine and a member of the American College of Physicians and American Society for Clinical Pharmacology and Therapeutics. He is an elected member of the Alpha Omega Alpha Honor Society and serves as president emeritus, board of managers, of the New Jersey division of Cancer Care Inc.

Dr. Spicehandler received his B.A. in biology from Union College, Schenectady, N.Y. and his M.D., cum laude, from St. Louis University School of Medicine, St. Louis.

Andrew J. **PURCELL**

Novo Nordisk Names VP of
Diabetes Marketing in the U.S.



Andrew J. Purcell has joined Novo Nordisk Pharmaceuticals Inc. as VP of diabetes marketing, directing the strategy, branding, and execution of marketing programs for the company's comprehensive line of diabetes

care products. Mr. Purcell also serves as a member of the executive team.

"Andrew's depth of experience complements our management team," says Martin Soeters, president of Novo Nordisk, with U.S. offices in Princeton, N.J. "His background includes

more than 18 years of progressive experience in the pharmaceutical industry and broad expertise in marketing and sales. These qualities, combined with his leadership abilities, enable Andrew to guide our marketing efforts as we extend our presence in the diabetes market.”

Before joining Novo Nordisk, Mr. Purcell was VP of marketing and sales with Tredgar Biotech, a division of Tredgar Corp. There he was responsible for pre-launch marketing and commercial planning for a number of pharmaceutical and tissue-engineered products.

Mr. Purcell has a master's degree in business administration from the University of Western Ontario, Canada, which included one term at The Business School, Delft, The Netherlands. He received a bachelor's degree from the University of British Columbia, where he studied microbiology.

Robert SAVAGE

Industry Veteran Heads Pharmacia's Global Prescription Business

Bringing more than 25 years of experience in the pharmaceutical industry, Robert Savage joins Pharmacia Corp. as group VP and presi-

dent of general therapeutics and inflammation business.

In this key role within the company's global prescription business group, Mr. Savage is responsible for Pharmacia's arthritis and inflammation portfolio led by Celebrex, the cornerstone of the Peapack, N.J.-based company's COX-2 inhibitor platform.

Mr. Savage has worked in a diverse range of executive positions, including sales, marketing, product management, business development, strategic planning, and general management. Most recently, he served as worldwide chairman of Johnson & Johnson's pharmaceutical group, a business with more than \$14 billion in annual sales.

“We are very pleased to have Bob join Pharmacia to maximize the pipeline and product opportunities in our global arthritis and inflammation business,” says Carrie Cox, executive VP and president of the Global Prescription Business. “Bob joins us at an exciting juncture as we build on the leadership position we have established in the coxib arena with this year's launches of Bextra and Dynastat.”

Mr. Savage earned a MBA from Rutgers University in 1984 and holds a B.S. from Upsala College in East Orange, N.J.

Biotech POOL

Dr. Bryan T. **BUTMAN**

Dr. Henrik S.

RASMUSSEN

Mary P. **SUNDEEN**

Robert S. **TENEROWICZ**

GenVec Announces Senior-Level Promotions

GenVec Inc. has announced several promotions as the company moves closer to product commercialization. Among those promoted are Henrik S. Rasmussen, M.D., Ph.D., to senior VP of clinical research and regulatory affairs; Bryan T. Butman, Ph.D., to VP of quality; Mary P. Sundeen to VP of corporate communications; and Robert S. Tenerowicz to VP of process development and clinical supplies.

PRINCETON UNIVERSITY PRESIDENT SELECTED TO RECEIVE FOR WOMEN IN SCIENCE AWARD

Dr. Shirley TILGHMAN

The jury of the For Women In Science Awards, now in its third year and sponsored by L'Oreal and UNESCO, has selected Dr. Shirley M. Caldwell Tilghman, president of Princeton University, as the North American laureate.

A distinguished molecular biologist and respected member of the American Philosophical Society, the National Academy of Sciences, the Institute of Medicine and the Royal Society of London, Dr. Tilghman has been a vocal advocate on behalf of women in science.

She was a leading architect of the national effort to map the human genome. In the 1970s she was a member of the first research team to isolate mammalian genes. In May 2001, Dr. Tilghman was named president of Princeton University and is now among three women leading Ivy League institutions in the U.S.

Dr. Tilghman, originally from Toronto, is one of five distinguished laureates from around the world — representing Europe, Africa, North America, South America, and Asia — selected by the international jury panel, who were awarded the prestigious For Women In Science Award at the ceremony held in Paris in March.

Other winners were Dr. Nagwa A. Meguid, professor of human genetics at the National Research Center in Cairo, Egypt; Dr. Ana Maria Lopez Colome, professor of neuroscience and biochemistry at The Institute of Cellular Physiology, National Autonomous University, Mexico City, Mexico; Dr. Mary Osborn, a pioneer of immunofluorescence microscopy from Max Planck Institute of Biophysical Chemistry, Göttingen, Germany; and Dr. Indira Nath, an internationally renowned authority on leprosy, from the All India Institute of Medical Sciences, New Delhi, India.

“It is an honor to have been chosen for this award,” Dr. Tilghman says. “In my 25 years as a biologist, I have seen significant growth in the

opportunities for women to pursue careers in science. However, many challenges remain. The world is full of fascinating and urgent scientific questions, and I hope this award inspires young women to pursue them. We still live in a world in which science is largely a male profession. If this is ever going to change, it is going to have to change in the minds of young women who are thinking about what they are going to do with their lives. The more that they can see that there are women who are in the profession, and succeeding in the profession, the more likely in 25 years there will be as many women as men succeeding in science.”

Last year's North American Laureate, Dr. Joan Steitz, a Sterling professor at Yale University and a member of this year's jury panel, says, “Dr. Tilghman is a terrific scientist whose groundbreaking research has led to a molecular understanding of why the outcome can be different when a mutant gene is inherited from the mother rather than the father. This has been instrumental in clarifying the patterns of inheritance of certain cancers and other genetic disorders. She has not only championed the cause of women in science but has been a vocal advocate for bettering the welfare of young scientists in general. Her willingness to take on a challenge — small or large, social or scientific — and invariably come up with innovative solutions has always commanded my greatest respect.”

Since the awards were created, the For Women In Science Awards have been credited with highlighting the enormous contributions made by women in science all over the world and with underscoring the importance of encouraging young women to pursue careers in science.



Dr. Shirley M. Caldwell Tilghman hopes that programs such as the For Women in Science Awards will inspire young women to pursue careers in science.

"GenVec is moving toward product commercialization with product candidates in human clinical trials for coronary artery disease, peripheral vascular disease, and a variety of cancers," says Dr. Paul H. Fischer, president and CEO of Gaithersburg, Md.-based GenVec. "We are pleased with the clinical results on these gene-based medicines, BioBypass and TNFerade. Progress in the clinic has led to expanded needs in manufacturing, regulatory affairs, process development, and communications."

Before joining GenVec in April 1999 as VP for clinical and regulatory affairs, Dr. Rasmussen spent four years as VP for clinical research/senior VP for clinical research and regulatory affairs at British Biotech in Annapolis, Md., and was responsible for North American clinical operations. Dr. Rasmussen has been involved in drug development in a number of different therapeutic areas, including cardiology, oncology, inflammation, acute care, neurology, and dermatology and has published more than 130 scientific papers and abstracts.

Dr. Rasmussen received his M.D. and Ph.D. from the University of Copenhagen and spent four years practicing medicine at Hvidovre University Hospital in Copenhagen, part of the Copenhagen School of Medicine.

Dr. Butman joined GenVec in 1999, and served as director of quality and analytical sciences, before being promoted to VP of quality. Dr. Butman brings more than 16 years of experience in the development, clinical testing, registration, and manufacture of medical diagnostic products and development of quality control assays for parenteral biopharmaceuticals. Throughout his career, Dr. Butman has developed successful diagnostic products in the areas of cardiovascular disease (coronary risk markers), oncology (clinical laboratory and point-of-care tests), infectious disease (virology, microbiology, food safety), and hematology. He has held senior positions within Warner Lambert, Akzo-Nobel, Organon Teknika, PerImmune, and Intracel. Dr. Butman holds a Ph.D. in Cell Biology from Wayne State University.

Ms. Sundeen joined GenVec in May 2001 as executive director of corporate communications, bringing 20 years of public and media relations experience to the company. Before GenVec, Ms. Sundeen served as senior director of corporate communications and investor relations for publicly held EntreMed Inc., where she directed communications and crisis management efforts around the company's widely publicized anti-cancer compounds. At GenVec, Ms. Sundeen serves as corporate spokesperson and is responsible for public and media relations, investor relations, public policy,

and crisis management. She received her B.A. from the State University of New York and has sub-specialty training in technical writing and biomedical communication.

Mr. Tenerowicz joined GenVec in 1997 and has more than 16 years of product-development experience in the biotechnology industry. He most recently served as senior director of product management for GenVec. Before joining GenVec, Mr. Tenerowicz led the project management function at Cell Genesys Inc. Mr. Tenerowicz has a B.S. in physiology from the University of California at Davis and a MBA in operations management from Golden Gate University.

Brooks **ENSIGN**

Dr. Dominick **VACANTE**

Ceregene Announces Additions to Management Team

Ceregene Inc., a biotechnology company focused on gene therapies for neurological disorders such as Alzheimer's disease and Parkinson's disease, has appointed two new members to its management team.

Brooks Ensign has joined Ceregene as director of business development. Mr. Ensign recently served as director of business development with Aviva Biosciences, where he led fundraising, technology licensing, and public-relations programs. His previous positions included negotiating international pharmaceutical acquisitions at ICN Pharmaceuticals

and supporting the launch of two novel biotechnology products with Advanced Tissue Sciences. Mr. Ensign holds a MBA from Harvard Business School.

Dominick Vacante, Ph.D., has joined Ceregene as senior director of product development. Dr. Vacante has 13 years of experience in the manufacturing of biotechnology products and has extensive knowledge of the development and manufacturing of viral gene-delivery systems in the GLP/GMP environment. Before joining Ceregene, he was director of research and development at BioReliance Inc. where he was a founder of its viral vector manufacturing operation.

Dr. Vacante holds a Ph.D. in biochemistry and completed post-doctoral training in molecular biology.

Ceregene, located in San Diego, was launched in January 2001 as a majority-owned subsidiary of Cell Genesys Inc., based in Foster City, Calif.

Dr. John M. **FARAH**

Robert **KNECHT**

Cephalon Announces Executive Appointments in Business Development and IT

Cephalon Inc. has appointed two of its executives to new positions — John M. Farah, Ph.D., to VP of worldwide business development, and Robert Knecht to VP of information technology and services.

In his new role, Dr. Farah is responsible for

ERESEARCH PRESIDENT HONORED FOR OUTSTANDING CITIZENSHIP, ENCOURAGEMENT OF CULTURAL UNITY

Joseph A. **ESPOSITO**

Joseph A. Esposito, president and CEO of eResearchTechnology Inc. — a Philadelphia-based provider of technology and services to the pharmaceutical and medical device industries — has been awarded the Ellis Island Medal of Honor for outstanding citizenship, individual achievement, and encouragement of cultural unity.

The medals are presented each year by The National Ethnic Coalition of Organizations Inc., which was formed with the intention of educating and encouraging cultural unity. Designed to pay homage to the immigrant experience, as well as individual achievement, medals are awarded to U.S. citizens from various ethnic backgrounds. The honorees are remarkable Americans who exemplify outstanding qualities in both their personal and professional lives, while continuing to preserve the richness of their particular heritage.

The Ellis Island Medal of Honor was created in 1986 to honor the many ancestral groups who through struggle, sacrifice and success, helped build the U.S. Four presidents, several senators and congressman and Nobel Prize winners are among the group of individuals to receive the Ellis Island Medal of Honor for their outstanding contributions to America.

The Ellis Island Medal of Honor celebrates the richness and diversity of American life. The award honors not only individuals but also the pluralism and democracy that has enabled each group to maintain their identities while becoming integral parts of the American way of life. Congress sanctions the Ellis Island Medal of Honor and recipients' names are listed in the congressional record.

The Ellis Island Medals of Honor were presented at the gala event on Ellis Island on May 11, 2002.

developing and overseeing strategic R&D partnerships, evaluating core product licenses in Asia/Pacific rim countries, and in-licensing advanced-stage product opportunities.

Dr. Farah joined Cephalon in 1992 to manage technology requirements and collaborations for the research and development organization. He then served in several roles with increasing responsibilities in scientific affairs, managing biotech research partnerships, product licensing, and academic collaborations. In 1998, Dr. Farah was promoted to senior director of worldwide business development, responsible for promoting and negotiating opportunities with multinational and regional pharmaceutical companies. Before joining Cephalon, Dr. Farah was a research investigator at G.D. Searle and served as a postdoctoral fellow at the National Institutes of Health.

He received his doctorate in physiology in 1985 from the Uniformed Services University in Bethesda, Md. He also received a B.S. in zoology from the University of Maryland and a Bachelor of Humanities degree from New College of California in San Francisco.

Mr. Knecht maintains his current responsibilities as the head of information technology and services at Cephalon. In addition, he has a lead role in the assimilation of all systems at the recently acquired Laboratoire L. Lafon in France into Cephalon's current IT&S infrastructure. These efforts further facilitate the sharing of, and access to, information worldwide.

Mr. Knecht joined Cephalon in 1994 as a systems specialist and has served in several roles with increasing responsibilities since that time. In 2000, he was promoted to senior director, IT&S, and led the Anesta acquisition systems integration efforts. Reporting to the chief financial officer, Mr. Knecht is responsible for the overall corporate IT path and strategy. He leads the implementation of all computerized and telecommunications systems.

Before joining Cephalon, Mr. Knecht worked at Sintaks, a Canon/ABS company, and held roles of increasing responsibility from applications developer to network engineer. He has a B.S. in computer science from LaSalle University in Philadelphia, and he holds numerous computer industry and manufacturer certifications.

Dr. Bruce D. **GIVEN**

Texas Biotechnology Names President and CEO to Replace Retiring Company Head

Texas Biotechnology Corp. has elected Bruce D. Given, M.D., as president, CEO, and a member of the board of directors. Dr. Given joins Texas Biotechnology from Johnson & Johnson where he was president, international, of Ortho-Clinical Diagnostics. Recent positions at J&J included group VP and head of

worldwide clinical and regulatory affairs at Biosense Webster, and group VP and head of U.S. marketing, sales, and R&D at Janssen Pharmaceutica. Dr. Given is an honors graduate of the University of Chicago Pritzker School of Medicine, and was a Clinical Fellow

at the Harvard Medical School. At the same time, Houston-based Texas Biotechnology announced that David B. McWilliams is retiring. Mr. McWilliams has served as president, CEO, and a director since joining the company in 1992.

Specialty **POOL**

Larry K. **TAMURA**

Atrix Hires New Head of Regulatory Affairs

Atrix Laboratories Inc., Fort Collins, Colo., an emerging specialty pharmaceutical company focused on advanced drug delivery, has hired Larry K. Tamura as director of regulatory affairs.

Mr. Tamura began his career with the FDA as an acting supervisory inspector and quality assurance consultant. Since then, he has held director-level regulatory positions for such companies as Medtronic and MGI Pharma Inc., and most recently at Ribozyme Pharmaceuticals, where he directed investigational new drug application and new drug application activities. Mr. Tamura holds a B.S. in biology from Juniata College and a MBA in general management from Pepperdine University.

clinical and regulatory function and implement clinical programs for compounds emerging from its development portfolio.

Dr. Fong has more than 15 years of pharmaceutical industry experience in research and development of therapeutics for inflammation, immunomodulation, oncology, and cardiovascular indications, and has extensive experience in coordinating and implementing development activities for small molecules and protein therapies. Dr. Fong joins Exelixis from the Reitman Corp., where she was the executive director.

Dr. Fong holds a B.A. in biology/biochemistry from Occidental College and a Ph.D. in pharmacology from the University of California, Los Angeles.

Dr. Keer is a board certified medical oncologist who has extensive experience in clinical trial design and implementation in the pharmaceutical and biotechnology industries and as a clinician and consultant. Most recently, Dr. Keer served as associate director of clinical development with Titan Pharmaceuticals.

Dr. Keer has a B.A. in integrated science from Northwestern University and earned his M.D. and Ph.D. from Northwestern University. His internship and residency were spent at Beth Israel Hospital in Boston, his clinical fellowship was spent at Harvard Medical School, and his post-doctoral fellowship in medical oncology was spent at Stanford University Hospital and Medical School.

Ms. Manhard joins South San Francisco, Calif.-based Exelixis from Agouron Pharmaceuticals Inc. where she was responsible for global regulatory functions. She led a regulatory organization of more than 20 people and oversaw global issues of regulatory strategy, pharmacovigilance, quality assurance, and regulatory submissions. She has more than 20 years of experience in the pharmaceutical industry. Ms. Manhard has a B.S. in zoology and B.A. in French from the University of Florida, Gainesville.



Genomics **POOL**

Dr. Annie **FONG**

Dr. Harold **KEER**

Kimberly J. **MANHARD**

Exelixis Adds Experience With Key Appointments

Exelixis Inc., a genomics-based drug-discovery company focused on product development through its expertise in comparative genomics and model system genetics, has made key management appointments.

Annie Fong, Ph.D., has been named director of development, Harold Keer, M.D., Ph.D., has been appointed director of clinical research and development, and Kimberly J. Manhard has been appointed VP of regulatory affairs. All three executives report to Jeffrey Latts, M.D., senior VP and chief medical officer. These appointments advance Exelixis' strategy to establish an integrated preclinical,

Russell L. ALLEN

Cellular Genomics Picks Head of Corporate Development



Russell L. Allen joins Cellular Genomics Inc., a privately held genomics-based drug-discovery company, as senior VP of corporate development. Mr. Allen formerly was VP of corporate development and strategic planning for Ligand Pharmaceuticals Inc.

"Russ brings a strong track record of experience in establishing major drug-discovery strategic alliances with pharmaceutical firms," says Louis A. Matis, M.D., president and CEO of Branford, Conn.-based Cellular Genomics. "His greater than 25 years experience in pharmaceutical marketing, business development, and strategic planning enables him to play a critical role in helping us to achieve CGI's corporate development goals."

While with Ligand, Mr. Allen helped to orchestrate four major drug-discovery strategic alliances with large pharmaceutical firms, and helped to build a strong network of overseas licensing partners in Europe and Latin America. His areas of expertise also include assessment and in-licensing of new business development opportunities.

Mr. Allen received his B.A. from Amherst College and his MBA from the Harvard Graduate School of Business Administration.

Michael A. NEMZEK

Aspira Selects Executive VP of Business Development



Biotechnology industry veteran Michael A. Nemzek joins Aspira Biosystems Inc. as executive VP of business development, with responsibility for leading the company's commercial efforts in applying its novel proteomics technologies in the areas of drug discovery, basic biomedical research, and diagnostics.

Mr. Nemzek most recently served as chief business officer of Cellomics Inc., a privately held biotechnology company. Mr. Nemzek comes to Aspira with nearly two decades of experience in the biotechnology field.

During the past 10 years he has held executive positions within the Applied Biosystems Division of the Perkin-Elmer Corp. (now Applera Corp.), Genosys Biotechnologies (now part of Sigma-Aldrich Co.), and Tropix, Inc. (now part of Applera Corp.). Mr. Nemzek

also has held various management positions with the instruments group of EG&G Inc. (now PerkinElmer Inc.)

"Aspira is very fortunate to have someone with the experience and track record of Mike join us in this important role," says Casey Lynch, president and co-founder of Aspira located in South San Francisco, Calif., which is

Drug Development/
Discovery **POOL****Dr. Navin CHANDRA**
Dr. Jeffrey D. THOMAS

GenStruct Bolsters Science and Technology Positions

GenStruct Inc., which licenses its proprietary systems across a portfolio of applications in drug discovery, product development, and diagnostics, has selected Jeffrey D. Thomas, M.D., Ph.D., as its chief scientific officer and Navin Chandra, Sc.D., as its chief technology officer. Dr. Thomas and Dr. Chandra are teamed with Eric Neumann, Ph.D., scientific founder and chief bioinformatics consultant, to lead the scientific and technology development and deployment of the company's innovative knowledge assembly and discovery connections approach. They also are collaborating closely with GenStruct's customers to further the development and integration of the company's proprietary knowledge assembly environment across a range of drug-discovery and development applications.

Dr. Thomas has more than 17 years experience in lifesciences and pharmaceutical research. He joins GenStruct from Parke-Davis/Warner-Lambert and Pfizer, where he was director of genomics and bioinformatics. He also served on the joint-management committees for Pfizer's collaborations with Metabolex, Compugen, Scimagix, and Inpharmatica. Before Pfizer, he was a member of Millennium Pharmaceuticals' genomics group, where he established the high-throughput genotyping group and led the human diabetes genetics program.

Dr. Chandra has 17 years experience as a technologist and entrepreneur. He joins Cambridge, Mass.-based GenStruct from Nova-Spike, a startup he founded to address the pharmaceutical and financial markets. Previously, Dr. Chandra was with Perot Systems Corp. as VP of technology of its Time0 business unit. At Perot, he developed patented technology for information integration, which was used to integrate hundreds of information sources.

developing breakthrough solutions for proteomics.

Mr. Nemzek received his master of general administration degree from the University of Maryland, his M.S. in analytical chemistry from North Carolina State University, and his B.A. in chemistry from the University of North Carolina at Charlotte.

Device/Diagnostics
POOL**C. Boyd CLARKE**

Neose Technologies Names President and CEO



Neose Technologies Inc., a developer of proprietary technologies for the synthesis and manufacture of complex carbohydrates, has named C. Boyd Clarke as president, CEO, and director. Neose founder, Stephen Roth, Ph.D.,

remains as the Horsham, Pa.-based company's non-executive chairman of the board, and serves as scientific advisor to Mr. Clarke.

Mr. Clarke served most recently as chairman and CEO of Aviron, which was acquired by Medimmune Inc. earlier this year.

"As we began searching for a president, it rapidly became clear that we needed a CEO with significant management and operations experience in companies of our size and larger," Dr. Roth says. "Specifically, we wanted a strategic thinker with a proven ability to establish and execute business plans, an executive who could accelerate the commercialization of GlycoAdvance. Boyd is unquestionably that person. With his years of pharmaceutical industry management experience, and his proven ability in the biotechnology arena, he is precisely what Neose needs now."

Jeffrey JONES

Quidel Appoints Executive to Direct Worldwide Marketing

Quidel Corp., a provider of point-of-care diagnostic tests, has chosen Jeffrey Jones to head worldwide marketing. Mr. Jones has more than 12 years of domestic and international sales, marketing and management experience at leading medical companies, including Bayer Diagnostics, Boehringer Mannheim Corp., and Abbott Laboratories. Mr. Jones joins San Diego-based Quidel from Bayer Diagnostics

where, for the past six years, he has held key positions, including the role of business manager of new markers and technologies. In that role, Mr. Jones was responsible for evaluating, developing, and commercializing new markers and technologies in Bayer Diagnostics' Nucleic Acid Diagnostics Worldwide business unit. Additionally,

Mr. Jones led the development and coordination of worldwide commercialization sales, distribution, and marketing efforts aimed at enhancing the image of the company and its products.

As director of worldwide marketing for Quidel, Mr. Jones is charged with developing and directing worldwide marketing and prod-

uct strategies as well as implementation plans. Mr. Jones' new role supports Quidel's 2002 plans to continue its global market expansion and development in the European and Asian medical device and diagnostic marketplaces.

Mr. Jones received his bachelor's degree in Russian studies from UCLA.

Emerging POOL

Dr. James E. **BARRETT**

Memory Pharmaceuticals Selects Industry and Academic Specialist to Head R&D

Memory Pharmaceuticals Corp., a privately held company that develops drugs for the treatment of neurological and psychiatric diseases, has appointed James E. Barrett, Ph.D., as senior VP of research and development. Dr. Barrett brings to the company extensive experience from both the pharmaceutical industry and academic research. Most recently, Dr. Barrett served as VP of neuroscience discovery research at Wyeth Research.

"Jim has a proven track record in both building and leading research and drug-development efforts in diverse areas of neuropsychiatric, neurological, and neurodegenerative diseases," says Axel Unterbeck, president and chief scientific officer at Montvale, N.J.-based Memory Pharmaceuticals. "In addition, his background in managing alliances and license agreements with biotechnology and academic organizations, combined with his vast knowledge in research and development surrounding neurological diseases, will be instrumental in assisting the company's collaboration efforts."

At Wyeth, Dr. Barrett served as VP of neuroscience discovery research. In addition to overseeing the central nervous system research program, he was in charge of the neuroscience therapeutic area, with responsibilities ranging from early exploratory research through and including Phase III clinical trials and commercialization. He also was responsible for evaluating and implementing collaborative efforts, and managing external alliances and licensing agreements with outside biotechnology and academic organizations.

Dr. Barrett also has almost 20 years experience in academic research and has held positions at several prestigious institutions, such as Columbia University, Rutgers University, and the University of Maryland. In addition to his drug-discovery and development experience, Dr. Barrett has more than 250 published scientific articles, books and abstracts, and is a member of seven editorial boards.

Dr. Barrett received his Ph.D. in psycholo-

gy/neurobiology from Pennsylvania State University and his B.A. in psychology from the University of Maryland.

Dr. Richard L. **JACKSON**

EmerGen Selects President and CEO With Broad Pharma Experience

Richard L. Jackson, Ph.D., newly appointed president and CEO of EmerGen Inc., brings to the position vast pharmaceutical experience and critical expertise, particularly in the area of women's health research and drug development, to shape and lead the company's strategic growth.

Before joining EmerGen, Salt Lake City, Dr. Jackson was senior VP of research and development at Atrix Laboratories, a drug delivery and specialty pharmaceutical company. At Atrix he was responsible for defining and expanding the product pipeline and participated in raising equity financing. As a result of his leadership, Atrix recently obtained marketing approval from the FDA for Eligard for treating prostate cancer.

Dr. Jackson also worked at Wyeth, where he directed the growth of a strong pipeline of products for multiple therapeutic areas, including women's health, neurological disorders, cardiovascular and metabolic diseases, infectious diseases, and oncology/inflammatory diseases.

Dr. Jackson received his Ph.D. in microbiology from the University of Illinois. He has had academic appointments at the National Institutes of Health, Baylor College of Medicine, and University of Cincinnati Medical Center.

F. David **KING**

Business Development Veteran Joins Medinnox as VP of Corporate Development

F. David King joins Medinnox Inc., San Diego, as VP of corporate development, responsible for establishing collaborative partnerships for Medinnox's clinical drug-development programs.

Mr. King has more than 21 years experience in business development and licensing as a pharmaceutical industry executive. His expertise in this area has led to the completion of significant corporate development deals with industry partners.

Mr. King comes to Medinnox, which is developing a broad technology platform to treat a wide variety of unmet medical needs, from Harrington Pharmaceuticals Inc., where he was co-founder and acting CEO. Before Harrington, Mr. King was senior director of business development for Maxim Pharmaceuticals Inc.

Mr. King holds a bachelor's degree in business administration from Goshen College in Goshen, Ind.

Mark

LEUCHTENBERGER

Biotech Focused Executive Joins Therion as President and CEO

With an extensive background in biopharmaceutical marketing, product commercialization, and business development, Mark Leuchtenberger has been appointed president and CEO of Therion Biologics Corp., a developer of therapeutic cancer vaccines.

Mr. Leuchtenberger comes to Therion from Biogen Inc., where he spent 11 years, during which time he managed the North American launch of Avonex and led the company's successful efforts to secure U.S. and European market leadership in the multiple sclerosis field.

Dennis L. Panicali, who founded Cambridge, Mass.-based Therion Biologics and has served as president and CEO for the past 11 years, continues to play a key role as the company's first chief scientific officer. He also will remain a member of Therion's board.

"As the company moves aggressively into late-stage product development and commercialization, Mark's experience and skills will be invaluable in guiding this transformation," Dr. Panicali says. "In addition, his leadership in these areas affords me the opportunity to direct more actively the scientific advancement and expansion of our pipeline."

In his most recent role at Biogen, Mr. Leuchtenberger served as VP international, where he led all commercial operations outside North America. He joined the company in 1990 as product manager and served as program executive for Amevive, until assuming Avonex program leadership in 1993. During his tenure at Biogen, he held several senior positions, including VP of sales, marketing, and business development where he oversaw

the company's global market, licensing, and strategic partnership activities.

Mr. Leuchtenberger received a MBA from the Yale School of Management and a B.A. from Wake Forest University.

Dr. Flossie

WONG-STAAAL

Molecular Virologist Joins Immusol as Chief Scientific Officer

Immusol, which is focused on discovering and developing biologically relevant and *in vivo* validated therapeutic targets, has brought Flossie Wong-Staal, Ph.D., on board as chief scientific officer and VP of genomics.

Dr. Wong-Staal is a co-founder of San

Diego-based Immusol and has maintained ties to the company in varying capacities, including VP of genomics while on sabbatical from the University of California, San Diego. Dr. Wong-Staal now is devoting her attention full time to the company's drug-discovery programs relating to infectious diseases, neurodegeneration, obesity/diabetes, and a \$150 million oncology drug-discovery and development alliance with Novartis.

Dr. Wong-Staal previously has worked at the National Institutes of Health, National Cancer Institute, and as a professor at UCSD. She is an internationally recognized authority in molecular virology and a pioneer in AIDS research for



cloning, sequencing, and characterizing novel pathogenic human retroviruses. Dr. Wong-Staal has received many prestigious awards and appointments, including membership in the Institute of Medicine and a listing in 1990 by the Institute for Scientific Information as the top woman scientist of the decade. Dr. Wong-Staal was co-director of the AIDS Research Institute at UCSD and serves on the editorial board of many scientific journals and scientific committees and advisory panels. Dr. Wong-Staal maintains her status as research professor of medicine at UCSD.

"It is an honor that Flossie has joined us on a full-time basis," says Dr. Tsvi Goldenberg, chairman and CEO. "She brings exceptional experience in infectious disease, genomics, and drug discovery and we are confident that she will accelerate the development of our biologically validated drug target discovery programs."

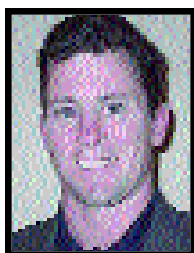
Service POOL

Guy M. **AMATO**

Lee **EDELSTEIN**

Shawkat **RASLAN**

Access Worldwide Welcomes
Return of Founder of TMS Division



Access Worldwide Communications Inc., a marketing services organization, has named Lee Edelstein as president and CEO of the company's TMS Professional Markets Group.

Mr. Edelstein assumes responsibility for all pharmaceutical direct marketing, including physician, pharmacist, and patient educational, sales, and compliance programs conducted by TMS. He is based at the company's Boca Raton, Fla., office and assumes the position from Mary Sanchez, who resigned.

Mr. Edelstein has a substantial history with the TMS Professional Markets Group and Access Worldwide. In 1992, Mr. Edelstein founded TMS, a pharmaceutical direct marketing and teleservices company that was acquired by Access Worldwide in January 1997. He has been a member of Access Worldwide's board of directors since October 1997.

Before founding TMS, Mr. Edelstein worked for Goldline Laboratories, a division of Ivax Corp., for 11 years in various management positions, including operations manager, director of marketing, and VP of marketing and business development.

In addition to his responsibilities as president of TMS, Mr. Edelstein retains his board position with Access Worldwide.

"I have had the pleasure of working with Lee for five years and truly welcome his increased involvement with Access Worldwide and TMS," says Shawkat Raslan, newly appointed chairman of Access Worldwide.

Mr. Edelstein has a B.S. in accounting from Brooklyn and a MBA from New York University.

Meanwhile, Mr. Raslan took over the position of chairman of Access Worldwide after Michael Dinkins, president, CEO, and chairman, resigned his board position, and announced his intention to step down as CEO and president.

Mr. Raslan has been a director of the company since May 1997. Since June 1983, he has served as president and CEO of International Resources Holdings Inc., an asset management and investment advisory service for international clients.

In a separate announcement, Access Worldwide, has added a key executive to the senior-management team at the company's TMS Professional Markets Group. Guy M. Amato joins the company as senior VP of sales and marketing, with responsibility for business development, industry relations, and marketing strategy at TMS.

Mr. Amato has more than 14 years of pharmaceutical and marketing experience at the manager and director level. Most recently, he was regional sales director at Wellpoint Pharmacy Management Inc., a managed-care organization. He has a B.S. in finance from Pennsylvania State University and an executive MBA from the University of North Carolina.

TMS is a pharmaceutical marketing business that provides product detailing and education services that reach physicians, pharma-

cists, and patients on behalf of pharmaceutical companies. In addition, TMS provides telemarketing services for consumer product and telecommunications companies.

Bob **ATLAS**

The Lewin Group Selects VP and
Chief Operating Officer

Bob Atlas has been chosen as executive VP and chief operating officer of The Lewin Group, a Quintiles Transnational Corp. company that provides healthcare consulting services to leading organizations in the public, private, and non-profit sectors.

Mr. Atlas reports directly to Richard Johnson, M.D., CEO, Quintiles Commercialization North America. As the senior executive of The Lewin Group, Mr. Atlas is responsible for all Lewin business and management functions.

Mr. Atlas has been with The Lewin Group, Falls Church, Va., since 1989 and has held a variety of executive roles of increasing responsibility, including most recently chief operating officer.

In this capacity, Mr. Atlas has been responsible for managing all operational aspects of the business and for providing strategic counsel on a wide range of issues, including market and financial strategy and new business initiatives. As a part of his responsibilities with Lewin, Mr. Atlas maintains an active consulting practice assisting healthcare clients with business transformation, market development, and public policy.

He has more than 20 years of healthcare management consulting experience, as well as service with the Department of Health and Human Services. Mr. Atlas has a bachelor's degree in economics from Oberlin College and a MBA in health administration and finance from the University of Chicago.

Dr. Jacqueline **BROOKS**

Mark **DANA**

Dr. Kate **MANN**

Laura **MARKS**

Karen **OBERHEIM**

ApotheCom Announces Key Executives Appointments

ApotheCom Associates LLC, a global medical communications agency, has appointed several executives in various locations across the Northeast.

At its Yardley, Pa., office, the company welcomes Kate Mann, Pharm.D., as VP of scientific services. Dr. Mann joins ApotheCom from OCC North America Inc., where she most recently served as executive director of strategic program development and was responsible for faculty development and advocacy development. She also has extensive continuing medical education experience and has served as medical and pharmacy director for the continuing education division at OCC. Her expertise in a variety of therapeutic areas, including cardiology/hypertension, immunology, hematology, gastroenterology/inflammatory bowel disease, and rheumatology/rheumatoid arthritis, will be an asset to ApotheCom's scientific services team.

Dr. Mann earned her doctor of pharmacy from the Philadelphia College of Pharmacy and Science (now known as the University of the Sciences in Philadelphia).

Also new to the Yardley office is Laura Marks. Ms. Marks joins ApotheCom as a director of client services with many years of experience in medical communications, having worked at NovaCare, Dudnyk Healthcare, Adis International and, most recently, Integrated Communications as a senior account director. Her experience includes oncology, CNS, endocrinology, dermatology, and various other therapeutic areas.

Mark Dana joins ApotheCom in Exton, Pa., as director of scientific services, with responsibility for overseeing the scientific editing and writing processes. Mr. Dana joins ApotheCom from Pfizer Inc.'s Animal Health Group where he was manager of technical communications. Mr. Dana brings to ApotheCom more than 20 years experience in scientific communications and medical writing.

The Boston office of ApotheCom welcomes Jacqueline Brooks, MBBCh, as medical director of CNS services. Dr. Brooks, a trained psychiatrist and a native of South Africa, did her residency in England, specializing in child psychiatry. She most recently worked as a medical editor for WebMD. Dr. Brooks already has made substantial contributions to

the Boston office and will explore other opportunities in psychiatry and neurology. She brings extensive clinical experience, including therapeutic experience in neurology, oncology, and primary care.

Karen Oberheim also joins the Boston office as manager of editorial operations. Ms. Oberheim spent more than 12 years at Butterworth-Heinemann, most recently as a medical publisher and has a strong background in acquisitions. She is an experienced medical editor with extensive knowledge of medical publishing and a comprehensive view of how manuscripts develop into high-quality published products. Ms. Oberheim is responsible for the management of ApotheCom Boston's scientific editorial processes.

Lisa **BUECHLER**

David **NESVISKY**

Quovadx Hires Senior-Management Staff



Quovadx Inc., a leading provider of total business integration software and services, has appointed Lisa Buechler as VP of marketing. Ms. Buechler brings 18 years of software experience and more than a decade of strategic marketing and product management experience in enterprise application integration to Quovadx.



Ms. Buechler comes to Quovadx, which is based in Englewood, Colo., from software developer IMR Alchemy, where she

served as VP of marketing and product marketing.

Ms. Buechler has a B.S. in journalism from the University of Florida, and a MBA from the University of Nebraska.

In another move, Quovadx has appointed David Nesvisky as executive VP of sales. Mr. Nesvisky comes to Quovadx from a 14-year tenure at Oracle Corp., where he served as group VP. At Quovadx, Mr. Nesvisky is responsible for leading the worldwide sales teams, extending Quovadx's healthcare customer base, and defining and implementing Quovadx's strategy in other vertical markets. He also is responsible for developing Quovadx's partnerships and channel programs.

While managing Oracle Health Industries, Mr. Nesvisky built the direct sales group from a startup into a substantial national organization. Over five years, he consistently exceeded revenue targets by serving the nation's largest healthcare payers and providers, and providing

clinical-trial products to pharmaceutical, clinical research, biotechnology, and medical device industries.

Hensley **EVANS**

Frank **HARVEY**

Harte-Hanks Promotes Two Executives

Harte-Hanks Inc., a provider of direct agency services, has promoted Frank Harvey and Hensley Evans to new management positions as the company combines its direct and interactive agency offerings into one.

Mr. Harvey becomes president of Harte-Hanks Direct & Interactive, the name of the combined operation. Harte-Hanks Direct & Interactive now incorporates the agency services Harte-Hanks performs in its Langhorne, Pa., and Lake Katrine, N.Y., facilities.

Most recently, Mr. Harvey served as president, interactive, and led the formerly separate interactive agency operation of Harte-Hanks in Lake Katrine. During the past three years, Mr. Harvey has managed the interactive agency, which has developed and implemented more than 250 Web design and other interactive solutions.

Mr. Harvey has a B.S. in pharmacy from the Medical College of Virginia and a M.A. in business administration from the University of Phoenix. He is based in Langhorne, Pa.

Ms. Evans takes the position of president, interactive, of Harte-Hanks Direct & Interactive. Previously, she held the position of senior VP of strategy in the interactive agency. She continues to report to Mr. Harvey, from the Lake Katrine office. Before joining Harte-Hanks in 2000, Ms. Evans served in strategic consulting and financial planning roles at Andersen Consulting and Price Waterhouse (now PwC Consulting). She has a B.A. in economics from Duke University and a M.A. in business administration from the Wharton School of the University of Pennsylvania.

"During the past three years, Frank and Hensley have shown tremendous leadership as our business offering in the interactive space has grown," says Charles Dall'Acqua, president of marketing services at San Antonio, Texas-based Harte-Hanks.

Donna **FUCELLO**

Mona T. **QUINN**

Medicalliance Hires New Account Manager, Selects Director of Continuing Medical Education

Medicalliance Inc., a medical education agency, has appointed Donna Fucello as the director of continuing medical education for

Medicalliance Education Institute, the CME division of Medicalliance.

In this newly created position, Ms. Fucello is charged with ensuring that MEI programs meet the high standards set forth by the ACCME.

Previously an account supervisor with Medicalliance, Ms. Fucello worked with customers in the areas of cardiology, neurology, and respiratory to define and redefine their medical marketing needs and to help develop programs that answer overall marketing goals and objectives.

Before joining Medicalliance, Ms. Fucello was an account supervisor at Pro/Com International, a CommonHealth company, where she managed and directed medcom programs from strategic development through implementation, and oversaw a team of four.

In other news, Mona T. Quinn has been appointed to account manager. With 20 years of management experience in advertising, Ms. Quinn has a successful track record in management and production functions, as well as client relations. She was most recently with Gray, Kirk/Van Sant, the second-largest advertising agency in Baltimore.

As an account manager at Medicalliance, Ms. Quinn is responsible for managing and monitoring projects that include symposia, advisory boards, and print publications. She also oversees vendor relations, meeting logistics, and accreditation services functions for each project.

Medicalliance helps clients enhance market positioning and alignment or re-alignment of pharmaceutical and managed-care products at any stage of their life cycle by creating and implementing professional and medical educational programs and forging strong relationships with key opinion leaders.

Eric MEYERS

3rd Millennium Promotes Executive to Lead Growth Initiatives

Eric Meyers has been promoted to chief operating officer at 3rd Millennium, a leading bioinformatics consulting firm. In this new position, Mr. Meyers, formerly VP of marketing and business development, continues the expansion of 3rd Millennium's internal operations to support its aggressive growth initiatives in the coming year. Mr. Meyers also supervises 3rd Millennium's new business development, recruitment, partnering, and multi-pronged marketing efforts.

Before joining Cambridge, Mass.-based 3rd Millennium, Mr. Meyers was VP of marketing at HealthShare Technology, a venture-backed company that develops and markets decision-support software for the healthcare industry. At HealthShare Technology, he built the company's marketing and sales organiza-

tions, directed its geographic expansion and led the marketing and sales efforts for the launch of all new products.

Mr. Meyers received both a MBA and a B.A. from Harvard University.

Dr. Marie SAVARD

Author, Physician and Rights Advocate Joins Medical Broadcasting Company



Marie Savard, M.D., whose books, Website, and appearances in the national media have empowered countless patients to take control of their healthcare, has joined Medical Broadcasting Company, Philadelphia, a provider of marketing innovation to the pharmaceutical and healthcare industries. Dr. Savard supports MBC's division of Science and Medicine, contributes to strategic consulting, and participates in the planning and development of patient education and continuing medical education programs.

She joins Michael Golub, M.D., and John DeMaio, M.D., in providing MBC's blue-chip roster of pharmaceutical clients with insight into physician behavior. As part of the MBC Science and Medicine team, Dr. Savard also works with the company's creative staff in the development of new approaches to meeting professional and consumer education and information needs.

"I'm very excited to be joining so many smart and talented people," Dr. Savard says. "I look forward to the rewards that will come by combining my medical expertise with MBC's ability to create powerful strategies and programs that reach and educate people. Ultimately, we'll be helping people take control of their healthcare and empower themselves through knowledge."

Dr. Savard is the founder of The Savard System — drsavard.com — and author of "How to Save Your Own Life: The Savard System for Managing — and Controlling — Your Health Care" and "The Savard Health Record."

In the field of women's health, Dr. Savard has been director of the Center for Women's Health at the Medical College of Pennsylvania Hahnemann University, technical advisor to the United Nations Fourth World Conference on Women in Beijing, and a member of the American Board of Internal Medicine's Subcommittee on Clinical Competency in Women's Health.

Dr. Savard has appeared before medical groups, corporations, government hearings, civic organizations, and the general public to speak about the importance of managing your own health.

Media POOL

Cory COLEMAN

Marc DIBARTOLOMEO

Advanstar Healthcare Announces Management Changes for Publications

Marc DiBartolomeo has been named sales manager for *Geriatrics*, a leading peer-reviewed publication serving the growing field of geriatric medicine, and *Urology Times*, a leading newsmagazine for urologists. Mr. DiBartolomeo previously had been with Multi-Media/Freedom Healthcare, where he served as senior national accounts manager on *Home Healthcare Consultant*.

"Marc's experience in the long-term care and home healthcare markets make him an excellent addition to the Advanstar Healthcare team," says Ray Lender, general manager of Boston-based Advanstar, a worldwide business information company serving specialized markets.

Geriatrics is a monthly peer-reviewed clinical journal that is included in Index Medicus, the National Library of Medicine index to biomedical literature. It is the most requested publication in the field of geriatric medicine.

Urology Times is the leading newsmagazine for urologists, providing the most current, practical information urologists need to practice better medicine. It reaches an audience of 10,460, including urologists, radiation oncologists, fellows and residents in office and hospital-based settings.

Mr. DiBartolomeo is based in the company's Edison, N.J., office.

In other company news, Cory Coleman has been named national sales manager for *Ophthalmology Times*, a leading magazine serving the field of ophthalmology. Mr. Coleman previously had been with Thomson/Medical Economics, where he served as senior account manager on *Drug Topics* and *Red Book*.

"Cory's 10 years of experience in medical publishing will be a huge asset for the Ophthalmology Times Group and Advanstar Healthcare teams," says Lauri Jorgensen, publisher, Ophthalmology Times Group.

Ophthalmology Times, a physician-reviewed news publication, is a forum for ophthalmologists to communicate their clinical knowledge, insights and discoveries.

Advanstar Healthcare Communications' Ophthalmology Times Group consists of *Ophthalmology Times*, *Ophthalmology Times America Latina*, *America Latina*, and the recently launched *Ophthalmology Times China*.

Robert **FONTENELLI**
Dr. Howard **FRANKLIN**
Newton Interactive Expands
Business With Staff Additions



Newton Interactive Inc., a leading digital media company for the healthcare industry, has added two members to its growing staff: Robert Fontenelli, as business development manager, and Howard Franklin, M.D., as medical director.



As a business development manager at Newton, Pennington, N.J., Mr. Fontenelli can use his thorough understanding of the pharmaceutical industry to develop strategic business plans

for client initiatives.

Before joining Newton's business development team, Mr. Fontenelli gained valuable pharmaceutical industry experience at Janssen Pharmaceutica and Novartis Pharmaceuticals. Mr. Fontenelli has promoted products in a variety of therapeutic areas as a sales trainer and district manager. His experience includes field training of sales representatives, designing and implementing selling skills workshops, facilitating training classes, institutional selling, and professional development of his district-team members.

Dr. Franklin is charged with ensuring the accuracy of all medically oriented marketing and e-learning programs.

"I am hopeful that the addition of my expertise and energy to Newton's dynamic leadership and talented staff will propel Newton to even greater success in the field of digital media for the pharmaceutical industry," Dr. Franklin says.

Dr. Franklin is a board-certified general surgeon with six years of clinical medical experience, specializing in minimally invasive surgery. A graduate of Medical College of Pennsylvania, Dr. Franklin is a diplomate of the American Board of Surgery and a member of the Society for Gastrointestinal and Endoscopic Surgery.

Janice **THEOBALD**
IMNG Selects Director of
Marketing Research

International Medical News Group, the medical news division of Elsevier Science, has appointed Janice Theobald to lead the research division as director of marketing research.

In her new position, she is responsible for media and market research and reports to Sylvia Reitman, VP of marketing and business development.

"We are delighted to have Janice on board," says Alan Imhoff, general manager of IMNG, Morristown, N.J. "Her broad knowledge of the industry and agency-side experience will be a major asset to our team, particularly since the company is embarking on the launch of *Rheumatology News*, our first new publication in 30 years."

An industry veteran with more than 20 years of experience, Ms. Theobald comes to IMNG from Lowe Bozell McAdams, a health-

care agency, where she served as media manager for six years. Before joining the agency, she was media director for LeDa, the in-house agency for Lederle Laboratories.

A graduate of William Paterson University in N.J., Ms. Theobald holds a B.A. in art. In addition to *Rheumatology News*, IMNG publishes six other medical news publications covering news and meetings worldwide for physicians: *Family Practice News*, *Internal Medicine News*, *Pediatric News*, *Ob.Gyn. News*, *Skin & Allergy News*, and *Clinical Psychiatry News*. Its parent, Elsevier Science, is one of the world's leading medical and scientific publishers, with offices throughout the U.S. and Europe.

Agency **POOL**

Barry **BRANDSTETTER**
Loring **CLOUD**
Jamie **COBB**
Neal **GEARINGER**
John **JAKOVLIC**
Vicki **MILLER**
Jennifer **PETERS**
Dan **SMITH**
Terri **SPRING**

GSW Announces Promotions

Gerbig, Snell/Weisheimer & Associates, one of the largest independent advertising agencies in the world, has announced several promotions.

Barry Brandstetter, formerly executive VP, has been promoted to senior executive VP, director of client services. In his new role, he manages the agency's entire account services division. Mr. Brandstetter has been with the agency for three years overseeing accounts including Astra-Zeneca, Abbott Laboratories, and Ross Products Division, as well as the GSW Public Relations division. Before joining Columbus, Ohio-based GSW, he worked for 25 years in the pharmaceutical industry, most recently as director of marketing for Roche Laboratories, where he was responsible for the U.S. marketing of cardiovascular and metabolic products.

Loring Cloud, formerly VP/account director, has been promoted to senior VP at the agency. He manages the account services team on the Lilly Zyprexa business. Before joining GSW, Mr. Cloud worked at Quintiles Inc. as

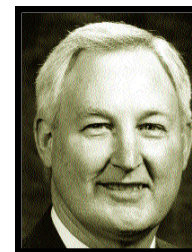
executive director of global marketing.

Jamie Cobb, formerly VP/creative director, has been promoted to senior VP/creative director. He is responsible for the creative team working on the Lilly critical-care products. In his four years at GSW, Mr. Cobb has led the creative work on many award-winning accounts, including the Lilly diabetes-care product line. Before joining the agency, Mr. Cobb was associate creative director at Anderson Communications Group.

Neal Gearing, formerly senior VP, has been promoted to executive VP. He leads the agency's account work on several Lilly central nervous system products. Before joining GSW three years ago, Mr. Gearing worked for more than 14 years in the pharmaceutical industry, most recently serving as director of managed-care marketing for neuroscience and infectious disease at Bristol-Myers Squibb.

John Jakovlic, formerly senior production director, has been promoted to VP of production services. Mr. Jakovlic is responsible for managing the agency's production and traffic department.

Vicki Miller, formerly VP/creative director, has been promoted to senior VP/creative director. She is responsible

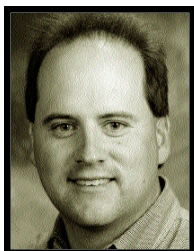




for a creative team working on several Lilly central nervous system products. During her tenure at GSW, Ms. Miller has led the creative campaigns for Sarafem and Evista. Before joining GSW, she spent six years as creative director for the Cornett Group in Lexington, Ky.



Jennifer Peters, formerly senior VP, has been promoted to executive VP. She oversees all of the agency's account work on the AstraZeneca and Abbott Laboratories businesses. Before joining GSW in 1999, she spent eight years in senior brand management roles at Abbott Laboratories. Her areas of expertise include managed care, respiratory, anti-infective, cardiovascular, urology, and HRT brand assignments.



Dan Smith, formerly VP/account director, has been promoted to senior VP. He leads the agency's work on the Genentech and Roche Laboratories accounts. Before joining GSW, Mr. Smith worked



for Roxane Laboratories as director of marketing for branded care products.

Terri Spring, formerly account director, has been promoted to VP/account director. She is responsible for the account teams on the AstraZeneca Rhinocort Aqua business. Ms. Spring joined GSW in 1987 as a media/public relations assistant and worked her way up through the company. She has managed the AstraZeneca business for more than five years.

Robert **DOODY**

Amy **GERBER**

Kevin **HUANG**

Kelcey **KING**

Liv **MANSFIELD**

Julie **MORSE**

Dorland Sweeney Jones
Announces New Hires

Dorland Sweeney Jones Health Communications, Philadelphia, has announced the hire of several new employees throughout the agency:

Liv Mansfield, Julie Morse, Amy Gerber, Kevin Huang, Kelcey King, and Robert Doody.

Ms. Mansfield joins DSJ as an account supervisor. In her new position, she provides supervision for many accounts, including Geneva Pharmaceuticals, Philips Medical Systems, and MTI. Ms. Mansfield previously worked at Gerbig Snell/Weisheimer and Associates.

Ms. Morse comes to DSJ as an assistant account executive. Her role at DSJ includes working closely with the Cytoc account. She previously worked at Earle Palmer Brown in Philadelphia.

Ms. Gerber joins DSJ as an assistant account executive in the creative/advertising department. Her responsibilities include working on the Cytoc, Philips Medical Systems, and Cephalon accounts. Ms. Gerber previously was a medical writer/editor for Micromedex Inc.

Mr. Huang, DSJ's new senior account coordinator in the creative/advertising department, assists with the Sigma Tau, Hoya Vision Care, Cardinal Health, and BSN-JOBST accounts. Mr. Huang previously completed an internship as an assistant media buyer and planner at Earle Palmer Brown.

Ms. King comes to DSJ as an account coordinator in the creative/advertising department. Ms. King recently completed an internship with Devon Direct.

Mr. Doody joins the agency as an account coordinator in DSJ's PR division.

Carmen **JOHNSON**

Rhea **JUNTEREAL**

Irene **MCKNIGHT-DURHAM**

Elizabeth **ROSENBERG**

Michael **RAFFIN**

Toltzis Communications Expands
Staff of Medical Division

The Medical Education Group (MEG), a sister agency of Toltzis Communications, Philadelphia, has announced several key management changes. Carmen Johnson has been promoted to VP, program director, from project director. Rhea Juntereal joins the agency as program manager. Most recently, Ms. Juntereal was a senior account executive at Chandler Chicco. Irene McKnight-Durham has been brought on as a senior medical writer. She had been a marketing manager at Gaylord Information Systems. Elizabeth Rosenberg, Ph.D., has joined MEG as medical writer. Dr. Rosenberg previously had been a medical writer at CoMed, a subsidiary of VoxMedica. Michael Raffin has joined the agency as a med-

ical writer. Previously, he was a research assistant in the Biology Department, Harvard University Medical School.

R. Steven **LANG**

Dr. Julia **RALSTON**

DVC Worldwide Selects Two
Executives to Oversee Creation of
DVC Healthcare



DVC Worldwide, a leader of behavioral marketing to create fully integrated marketing, communications, and technology solutions, has announced that Julia Ralston, R.Ph., and R. Steven Lang have joined the company to

create a new group, DVC Healthcare.

DVC Healthcare was created to focus on blending science with marketing to provide a comprehensive suite of communications and marketing solutions targeted at healthcare professionals. The group's services include medical and clinical services, medical education, sales representative training, and marketing communications, among others. DVC Worldwide currently develops marketing and communications programs targeted at patients, healthcare providers, and retailers for companies, including Bristol-Myers Squibb, Dermal Labs, GlaxoSmithKline, GR Lane Health, Johnson & Johnson, Pfizer, Pharmacia, Schering-Plough, and others.

Dr. Ralston assumes the position of president of DVC Healthcare, having spent nearly 20 years in healthcare communications and medical publishing. Most recently she was president of OCC Global, managing the North American and European operations of the international healthcare communications company. She joined the company in 1994 as executive VP and chief operating officer of OCC North America, which she co-founded.

Mr. Lang has been appointed executive VP of DVC Healthcare, and has 27 years experience in healthcare. Most recently, he was senior VP of client services for OCC North America. Before joining OCC, Mr. Lang was a VP of business development for Innovex Inc.

"We're excited to partner with experienced healthcare marketers such as Julia Ralston and Steve Lang," says George Valva, CEO of DVC Worldwide, Morristown, N.J. "The scientific and professional focus of DVC Healthcare will complete a continuum of services that allow us to develop healthcare-focused, behavioral marketing solutions that address our clients' needs."

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