



David Ebersman, senior VP of product operations, has become a member of the executive committee and continues to lead global manufacturing, facilities, engineering, and supply-chain management. He has been with Genentech since 1994 and previously held several positions in business and product development. Mr. Ebersman was named senior director of product development in 1998, VP in 1999, and senior VP in 2001.



Susan D. Hellmann, M.D., M.P.H., has been promoted to president of product development. Dr. Hellmann has been with Genentech since 1995, when she joined the company as a clinical scientist and became chief medical officer in 1996. She was named executive VP of development and product operations in September 1999. In her new role she continues to oversee Genentech's development, regulatory affairs, compliance, product portfolio management, and quality functions. In addition, business development and a new function, strategic pipeline development, report to Dr. Hellmann.

Joseph McCracken, VP of business development, has taken on additional responsibilities for a newly created function, strategic pipeline development, and reports to Dr. Hellmann. In addition to managing business development, Mr. McCracken is charged with building and leading a team responsible for providing strategic guidance on the expansion of the company's pipeline.



Myrtle Potter has been promoted to president of commercial operations. In this role she continues to lead Genentech's commercial operations, including sales, marketing, managed care, commercial development, and the dedicated support for commercial operations functions. Ms. Potter joined Genentech in 2000 as executive VP and chief operating officer.

In 2003, Ms. Potter and Dr. Hellmann were named to Fortune's list of "50 Most Powerful Women" in corporate America.

Dr. Kenneth CHAHINE Avigen Appoints CEO

Avigen has promoted Ken Chahine, Ph.D., J.D., to the position of president and CEO.

Pharma POOL

Eileen M. LACH

Wyeth Fills VP, Associate General Counsel Position



Wyeth has promoted Eileen M. Lach to the position of VP, corporate secretary, and associate general counsel. Wyeth, Madison, N.J., is a pharmaceutical and healthcare products company.

Ms. Lach joined Wyeth as special counsel, international, in 1989 and was promoted to assistant general counsel in 1992. She became corporate secretary in 1997 and was promoted to associate general counsel, international, in 2000. Ms. Lach received her B.A., magna cum laude, from the University of Minnesota. She holds a J.D. from New York University School of Law and a master's degree from Princeton University.

Barbara SENICH

Roche Names VP, Sales and Marketing Services



Roche has appointed Barbara Senich as VP of sales and marketing services. She reports to Roche President and CEO George Abercrombie and serves on the North American Operating Committee, the company's U.S. pharmaceuticals senior management team. Roche, based in Nutley, N.J., is a U.S. pharmaceutical affiliate of F. Hoffmann-La Roche Ltd., Basel, Switzerland.

Ms. Senich joins Roche from Merck's Medco Health Solutions, where she was VP of e-commerce business and product develop-

ment. A graduate of the University of North Carolina, Ms. Senich received her MBA from the Columbia Business School and a master's in public health from Columbia University.

Biotech POOL

Dr. Hal BARRON

David EBERSMAN

Dr. Susan D.

HELLMANN

Joseph

MCCRACKEN

Myrtle POTTER

Genentech Announces Organizational Changes

As part of its Horizon 2010 long-term strategy, Genentech, South San Francisco, Calif., a biotechnology company that discovers, develops, manufactures, and commercializes biotherapeutics, has announced organizational changes in the development, commercial, and manufacturing functions. Hal Barron, M.D., in addition to his role as senior VP of development, has been named chief medical officer. Dr. Barron joined Genentech in 1996 as a clinical scientist. He has held the positions of associate director and director of cardiovascular research, senior director of the biotherapeutics group within medical affairs, and most recently, VP of medical affairs. In this new role, Dr. Barron leads the newly formed development organization that was created by combining Genentech's medical affairs and development sciences departments.



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

Dr. Chahine, previously Avigen's chief operating officer, replaces John Monahan, Ph.D., who has resigned to pursue other opportunities.

John EDWARDS

Compound Therapeutics Appoints VP, Commercial Development

Compound Therapeutics, a biotechnology company developing a new generation of high-potency, targeted protein-based drugs, has appointed John Edwards as VP of commercial development.

Mr. Edwards brings more than 20 years of experience in global development and commercialization of biopharmaceuticals to this new position.

Before joining Compound Therapeutics, Waltham, Mass., Mr. Edwards served as VP of sales, marketing, and medical affairs at Transkaryotic Therapies.

Charles A. RICE

Viragen Names President and CEO

Viragen, Plantation, Fla., has appointed Charles A. Rice as president and CEO. He replaces Robert C. Salisbury, who continues to serve as a member of Viragen's board of directors and as president and CEO of Viragen's avian transgenics subsidiary, ViraGenics.

Mr. Rice has 30 years of experience managing and directing companies in the life-sciences industry. Most recently, he served as group president of KV Pharmaceutical. Mr. Rice has a degree in biology from Georgia College.

Biopharmaceutical POOL

Dr. Keith E. DIONNE

Alantos Pharmaceuticals Names Chairman and CEO

Alantos Pharmaceuticals, a privately held biopharmaceutical company focused on small-molecule drug discovery has appointed Keith E. Dionne, Ph.D., to the position of chairman and CEO. Dr. Fritz Frickel, who has been acting CEO and chief scientific officer, has

assumed the position of executive VP of research and development. Alantos has operations in Cambridge, Mass., and Heidelberg, Germany.

Before joining Alantos, Dr. Dionne was with Millennium Pharmaceuticals, where he held positions of increasing responsibility, concluding his seven-year tenure as both VP of research and development strategy and VP and general manager, technology business.

Dr. Dionne received his Ph.D. in chemical engineering and his M.S. in the program for technology policy from Massachusetts Institute of Technology.

Dr. Celia HABITA

Adventrx Pharmaceuticals Adds VP, Clinical and Medical Affairs

Celia Habita, M.D., Ph.D., has joined Adventrx Pharmaceuticals as VP of clinical and medical affairs. In this role, Dr. Habita is responsible for the company's global clinical development and regulatory submissions. San Diego-based Adventrx is a biopharmaceutical research and development company.

Previously, Dr. Habita was director of product development and preclinical for Immusol. Dr. Habita earned a Ph.D. in human genetics, completing her graduate research at Oxford University in the United Kingdom at The Wellcome Trust for Human Genetics. Dr. Habita received a M.S. in biology and genetics of aging from The University of Paris VII in Paris, and a M.D. in general medicine from the National Institute of Medical Sciences in Algiers, Algeria.

Michael J. KAMDAR

Renee Y. LAMB

Anadys Announces Executive Promotion and Appointment

Anadys Pharmaceuticals, a San Diego-based biopharmaceutical company, has promoted Michael J. Kamdar to the position of senior VP of corporate development and finance, and hired Renee Y. Lamb, M.S., as senior director of regulatory affairs.

Mr. Kamdar has served as VP of corporate development and strategy and a member of the Anadys executive management team since August 2001, with responsibility for business development, global market planning, and corporate strategy.

Ms. Lamb joined Anadys from Biogen-Idex, where she served for eight years, most recently



as senior director, corporate compliance and project team lead.

James B. MURPHY

Scott L. YOUNG

Oxigene Names Two Key Appointments



Oxigene, Waltham, Mass., a developer of biopharmaceutical compounds designed to target aberrant blood vessels within solid tumor cancers and ocular neovascular diseases, has appointed James B. Murphy as chief financial officer and promoted Scott L. Young to the newly created position of chief operating officer.

Most recently, Mr. Murphy was VP of finance for Whatman. He holds a B.A. in economics and accounting from the College of the Holy Cross and is a certified public accountant.



Mr. Young previously served as Oxigene's VP of clinical and regulatory affairs. In this new position, he is responsible for all aspects of developing the company's pipeline of drug candidates from preclinical animal studies

through the filing of investigational new drug applications.

He holds a bachelor of science degree in biochemistry from the University of Massachusetts at Amherst and a master's degree in public health from Harvard University.

Robert S. RADIE

Vicuron Pharmaceuticals Hires Senior VP, Sales

Vicuron Pharmaceuticals has appointed Robert S. Radie as senior VP of sales. Vicuron, King of Prussia, Pa., is a biopharmaceutical company focused on discovering, developing, manufacturing, and commercializing vital medicine for seriously ill patients in North America and major countries in Europe.

Mr. Radie is responsible for building and running a global sales training and customer service infrastructure that will eventually support anidulafungin and Vicuron's other proprietary drugs in development.

Before joining Vicuron, Mr. Radie held positions of increasing responsibility at Lilly, most recently serving as director of sales for the critical-care division.

He holds a bachelor of science degree in chemistry from Boston College.

Specialty **POOL**Herbert J. **CONRAD**Bone Care International
Appoints Chairman

Bone Care International has appointed Herbert J. Conrad as chairman. Bone Care International, Middleton, Wis., is a pharmaceutical company engaged in discovering, developing, and commercializing improved vitamin D-hormone therapies to treat secondary hyperparathyroidism in patients with renal disease, osteoporosis, and psoriasis.

Mr. Conrad replaces founder Richard B. Mazess, Ph.D., who remains on the board.

Mr. Conrad was the former president of the U.S. Pharmaceuticals Division of Roche. He served as the chairman of the board of directors of GenVec from 1996 to 2003.

Dr. Valentin **GRIBKOFF**Scion Pharmaceuticals
Appoints VP, Biology

Scion Pharmaceuticals has named Valentin Gribkoff, Ph.D., as VP of biology. Scion discovers and develops small-molecule drugs that selectively regulate ion channels.

Dr. Gribkoff joins Scion after a 17-year career in ion channel drug discovery at Bristol-Myers Squibb, most recently as senior principal scientist in the neuroscience drug discovery department at the BMS Pharmaceutical Research Institute.

At Scion, Medford, Mass., he is responsible for all of the company's ion channel biology.

Dr. Gribkoff also is an adjunct associate professor at Yale University School of Medicine. He has coauthored more than 70 publications in peer-reviewed journals, has 16 book and/or symposia chapters, and has many patents in the ion channel, circadian rhythm, and other neuroscience areas.

Dr. Gribkoff received his Ph.D. in physiological psychology/neuroscience from the University of California, Riverside. Dr. Gribkoff received his bachelor's degree in biological sciences from the University of California, Irvine.

Dr. W. Charles

MONTGOMERYAtheroGenics Names VP of
Business Development

AtheroGenics, a company focused on the discovery, development, and commercialization of novel drugs for the treatment of chron-



ic inflammatory diseases, has appointed W. Charles Montgomery, Ph.D., as VP of business development. In this role, Dr. Montgomery provides leadership in developing partnership opportunities.

Before joining AtheroGenics, Alpharetta, Ga., Dr. Montgomery was VP of business development and portfolio planning at Celera Genomics, where he was responsible for assessing opportunities for partnering, mergers and acquisitions.

Dr. Montgomery received his Ph.D. in organic chemistry from the University of Minnesota, and his B.S. in chemistry from Southern Methodist University. Dr. Montgomery succeeds John Mohr, who has left the company to pursue other business opportunities.

Francis H. **MURPHY**Biopure Appoints Interim CEO in
Wake of Resignation

Biopure has announced the resignation of Thomas A. Moore from his positions as president, CEO, and a member of the board of directors. Biopure, Cambridge, Mass., is a developer, manufacturer, and marketer of oxygen therapeutics. Mr. Moore joined the company in July 2002.

Francis H. Murphy, the company's senior VP of engineering and process technology and former chief financial officer, is serving as interim CEO until a replacement is named. He has 40 years of experience in finance and accounting, manufacturing, engineering, and business planning and operations. Before joining Biopure in 1999, he had been international VP and business manager for Japan, Latin America, and Asia Pacific for the Corning Science Products Division of Corning.

He holds a MBA from Boston University, a B.S. degree in industrial engineering, and a B.A. degree from Rutgers University.



marketing director of the global pharmaceutical business at Schering-Plough.

At Aesgen, Mr. Spitz is in charge of all marketing and sales activities, including the launch of Saforis (L-glutamine) oral suspension, a product in a facilitated delivery vehicle that is being developed to treat chemotherapy-induced mucositis. Saforis is currently completing Phase III clinical trials.

Discovery **POOL**John **CIPRIANO**Cel-Sci Appoints Senior VP,
Regulatory Affairs

John Cipriano has joined Cel-Sci as senior VP of regulatory affairs. Cel-Sci, Vienna, Va., is developing new immune system-based treatments for cancer and infectious diseases.

Mr. Cipriano has more than 30 years of experience in both biotech and pharmaceutical companies. In addition, he has held positions at the FDA as deputy director, division of biologics investigational new drugs, office of biologics research and review, and was the deputy director, IND branch, division of biologics evaluation, office of biologics.

Mr. Cipriano received his B.S. in pharmacy from the Massachusetts College of Pharmacy and his M.S. in pharmaceutical chemistry from Purdue University.

Dr. D. Kevin **KWOK**Dynavax Names VP and
Chief Business Officer

Dynavax Technologies has appointed D. Kevin Kwok, Pharm.D., to the position of VP and chief business officer. Dynavax Technologies, Berkeley, Calif., discovers, develops, and intends to commercialize innovative products to treat and prevent allergies, infectious diseases, and chronic inflammatory diseases.

Dr. Kwok most recently was VP for the transaction advisory group, Clearview Projects, where he was responsible for the start-up and client management of the San Francisco practice. He brings more than 18 years of diverse industry experience with both pharmaceutical and biotechnology companies in various commercial areas.

Dr. Kwok earned his doctor of pharmacy degree from the University of Michigan.

Drug-Delivery **POOL**Jason S. **SPITZ**Sales and Marketing VP Named
at Aesgen

Aesgen has appointed Jason S. Spitz as VP of marketing and sales. Aesgen, Princeton, N.J., develops, markets, and licenses products based on its proprietary drug-delivery system.

Mr. Spitz most recently was the oncology

Genomics POOL

Paulette A. **DILLON**

Celera Genomics Appoints Chief Business Officer

Celera Genomics Group, a business unit of Applera, has appointed Paulette A. Dillon as chief business officer. Celera Genomics, Rockville, Md., and South San Francisco, Calif., is engaged in integrating advanced technologies to discover and develop new therapeutics.

As chief business officer, Ms. Dillon leads strategic business and portfolio planning for the company, as well as business development activities such as licensing and the formation of new collaborations. She works closely with Robert Booth, Ph.D., chief scientific officer of Celera Genomics.

Ms. Dillon has more than 17 years of diverse business experience gained through a variety of management positions she has held within pharmaceutical and biotech companies. Most recently, she was VP of market and business development at Exelixis Pharmaceuticals.

Emerging POOL

Keith S. **EHRlich**

Dr. Matthew L.

SHERMAN

Synta Pharmaceuticals Appoints VP, Chief Medical Officer, and VP, Finance and Administration



Synta Pharmaceuticals, an emerging pharmaceutical company focused on discovering, developing, and commercializing breakthrough products for severe medical conditions, has appointed Keith S.

Ehrlich, C.P.A., as VP of finance and administration, and Matthew L. Sherman, M.D., as senior VP and chief medical officer.

Mr. Ehrlich previously was VP of finance and administration and chief financial officer at Argentys. He holds a B.A. in biology from Drew University and a MBA from Rutgers University.



Dr. Sherman joins Synta, Lexington, Mass., from Wyeth where he most recently served as assistant VP of medical research, clinical research, and development and therapeutic area director for oncology.

He graduated from the Massachusetts Institute of Technology with a B.S. in chemistry. Dr. Sherman received his M.D. from Dartmouth Medical School and completed his internship and residency in internal medicine at Georgetown University Medical Center.

CRO POOL

Robert **BELAND**

MDS Pharma Services Appoints Senior VP, Discovery and Preclinical

MDS Pharma Services, Montreal, a provider of innovative drug discovery and development solutions and part of MDS, has named Robert Beland senior VP of discovery and preclinical.

Mr. Beland leads the pharmacology, metabolism resource, biopharmaceuticals, pharmaceuticals, and fermentation divisions of MDS Pharma Services' early stage development group. Before joining MDS Pharma Services, he held leadership positions at Arkopharma, R.P. Scherer, and Jamieson Laboratories.

Dr. David W.

DOCKHORN

Dr. Matthias **Luz**

Dr. Monika

PIETREK

Dr. Peter **SCHÜLER**

Dr. Maxine **STOLTZ**

Clareece **WEST**

PRA International Appoints Key Senior Managers

PRA International, a clinical research organization, has announced senior management appointments.

David W. Dockhorn, Ph.D., has been promoted to executive VP of global clinical oper-



ations. Dr. Dockhorn is responsible for PRA's global clinical operations, business operations, and countries group. He is based at PRA's headquarters in McLean, Va.



Monika Pietrek, Ph.D., M.D., M.Sc., has been promoted to senior VP of global medical and safety services. Dr. Pietrek, who works at PRA's office in Mannheim, Germany, is responsible for directing PRA's medical and risk management activities,

including medical monitoring of clinical trials, drug safety reporting, data pooling and analysis, and safety consultancy.

Matthias Luz, M.D., has been promoted to VP and head of global product development services. Dr. Luz is a board certified anesthesiologist and directs a high-level, global team of drug-development experts. He is based in PRA's Mannheim office.

Peter Schüler, M.D., has been promoted to VP of medical affairs. Dr. Schüler, who is board certified in neurology and pharmaceutical medicine, is responsible for directing a large team of medical doctors throughout PRA.

Maxine Stoltz, Ph.D., has been promoted to VP of global product development services. Based in PRA's office in Kansas City, Dr. Stoltz directs a team that conducts pharmacokinetic and pharmacodynamic analyses.



Clareece West has been promoted to VP of business development. Ms. West manages the emerging pharmaceutical sector of PRA's North American sales team. She continues to be based in PRA's Kansas City office.

Dr. Michael **ELISSEOU**

Lorri **ERHARDT**

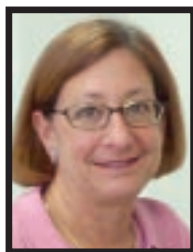
Kendle Names Project Leaders



Kendle International, a full-service contract research organization based in Cincinnati, has named Michael Elisseou, Ph.D., and Lorri Erhardt to the project leadership team for the company's Americas operating unit.

Dr. Elisseou serves as clinical project group leader and Ms. Erhardt as project leader. Dr.

Elisseou most recently held the position of director of project management with Takeda Pharmaceuticals North America. He earned a doctorate in physical organic chemistry from the University of East Anglia in the United Kingdom and a bachelor of science in chemistry from the University of the Witwatersrand in South Africa. He is based in Kendle's Chicago office.



Ms. Erhardt joins Kendle from Pfizer (formerly Pharmacia) where she served as senior director, head of U.S. field operations. She earned a bachelor of science degree from Gannon College and is based in Chicago.

Service POOL

Richard **BUCHWALD**

Daniel **CERVINI**

Moushami **SAUDI**

Innovative Media Research Announces Hire and Promotions

Innovative Media Research, Hoboken, N.J., which conducts market research to help healthcare companies enhance decision making, has hired Richard Buchwald as director of business development. He most recently was the director of marketing for Physicians Financial News. He has a B.A. in history from the University of Wisconsin.

In addition, IMR has promoted Daniel Cervini and Moushami Saudi to associate market-research analysts. Mr. Cervini has a bachelor's degree from Stony Brook University and has been with IMR since October 2003.

Mr. Saudi has been with IMR since July 2003 and holds a master's degree from Michigan State University.

Eric **DEZIEL**

New Hire Joins Xchange Group



The Xchange Group, Parsippany, N.J., CommonHealth's relationship-marketing unit, has added Eric Deziel to its account management team as VP, management supervisor.

He is responsible for

the development of strategic customer-relationship marketing initiatives and brand-building communications for his assigned accounts. Most recently, Mr. Deziel was employed as a customer-relationship marketing director at Philip Morris USA.

Debra **KNIGHT**

CHS Adds Member to Marketing Professionals Team



CHS, a subsidiary of inChord Communications and a provider of pharmaceutical and biotech contract marketing services, has added Debra Knight to its team of marketing professionals. Ms. Knight provides a broad range of marketing solutions and best-practice insights.

Ms. Knight joins CHS, Scottsdale, Ariz., from Grey Advertising Healthcare Group, where she was a consultant for new business.

She holds a master's degree from The College of William and Mary and a bachelor's degree from Southern Nazarene University.

Dr. Alan **LOTVIN**

President Named for Medco Specialty Pharmacy Services



Alan Lotvin, M.D., has been named president of Medco Specialty Pharmacy Services, a unit of Medco Health Solutions. Dr. Lotvin formerly held an executive role in Medco Health's pharmaceutical contracting organization.

Dr. Lotvin joined Medco Health, Franklin Lakes, N.J., in 1997 as a senior director of medical policy and programs. He then served as the chief medical officer for Medco Health's division dedicated to managing UnitedHealth Group's pharmacy benefit. In 2002, he joined Medco Health's pharmaceutical contracting group as senior VP.

He has a master's degree in medical informatics from Columbia University, and received his doctor of medicine degree from the State University of New York-Health Sciences Center at Brooklyn.

Dr. Edmund **PEZALLA**

VP, Medical Director, Named for Prescription Solutions

Prescription Solutions, a national pharmacy and medical management company, has



appointed Edmund Pezalla, M.D., M.P.H., to the position of VP and medical director. Based in Carlsbad, Calif., Prescription Solutions is a wholly owned subsidiary of PacificCare Health Systems.

Dr. Pezalla's responsibilities include the oversight of Prescription Solutions' clinical services, including formulary development and related pharmacy and therapeutics committee activities, prior authorization, and clinical program development and implementation.

Before joining Prescription Solutions, Dr. Pezalla served as chief of pediatrics for Kaiser Permanente Medical Center in Fremont, Calif.

Dr. Pezalla received his undergraduate and medical degrees from Georgetown University and became board certified in pediatrics in 1989 from Bethesda Naval Hospital. He earned his master's of public health from the University of California at Berkeley in 1995 and is currently working toward his Ph.D. in health services organization and policy at the University of Michigan.

Sue **TOTH**

Integrated Clinical Trial Services Names VP, Media



Integrated Clinical Trial Services has named Sue Toth as the company's VP of media. ICTS, Cary, N.C., is a full-service patient-enrollment company that provides clinical-trial sponsors, contract research organizations, and site networks with a comprehensive resource for patient-recruitment expertise.

Ms. Toth directs all media activities and oversees patient recruitment from a media perspective. She has more than 10 years of patient recruitment experience and 20 years in media advertising.

Michael E. **WEISS**

National Sales Manager Named at /alert Marketing



Michael E. Weiss has been named national sales manager at /alert Marketing, a full-service healthcare communication company providing information and education programs to healthcare professionals and consumers. /alert Marketing, Sunnyvale,

Calif., is a division of Jobson Publishing. Mr. Weiss is responsible for overseeing the day-to-day management of the marketing sales staff and its initiatives.

Mr. Weiss's 20 years in the industry include extensive experience with Roche Laboratories in sales, sales management, market research and marketing. Before joining /alert Marketing, Mr. Weiss started a new division of an established medical-education and communications company.

Keith WENZEL

ClinPhone Hires Project Consultant



ClinPhone, a provider of telephone and Internet-based electronic trial management solutions, has hired Keith Wenzel as a project consultant. His responsibilities include optimizing the use of licensed HTS clinical assessments within clinical trials. He was formerly a VP at Healthcare Technology Systems.

ClinPhone has U.S. headquarters in Princeton, N.J., and global headquarters in Nottingham, United Kingdom.

Mr. Wenzel is based at the company's Chicago office. His initial assignment as project consultant, patient-rated assessments, is to help ClinPhone build on the expertise it already has within the electronic patient reported outcomes arena.

Barry ZIMMERMAN

CEO of NOP World Health Appointed



NOP World has appointed Barry Zimmerman as CEO of its global NOP World Health sector, a provider of primary market research to the worldwide pharmaceutical and healthcare industries. New York-based NOP World is a wholly owned subsidiary of U.K.-based United Business Media.

In this new position, Mr. Zimmerman leads the integration of NOP World's three health-focused companies — Market Measures/Cozint, Strategic Marketing Corp., and NOP Healthcare — into a single global organization.

Before his appointment, Mr. Zimmerman served as CEO of Market Measures/Cozint. Mr. Zimmerman joined NOP World in 2002 as executive VP of strategic account development. Before joining NOP World, he served as senior VP, global account development, at Quintiles.

Medical-Education POOL

Rose Ann ALVARADO

Sujay S. PATEL

Manager Positions Filled at Phoenix Marketing Solutions and DiMedix subsidiary



learning programs.

Before joining DiMedix, Ms. Alvarado was assistant manager of the Speakers Bureau at Catalyst Communications, where she supervised educational projects for Berlex's multiple sclerosis and arrhythmia drugs. She attended Raritan Valley Community College.



Carolina State University.

Annette BOYER

CECity Names VP, Sales and Marketing



Annette D. Boyer, R.Ph., has been named VP of sales and marketing for CECity, a provider of online healthcare education solutions for health systems, managed-care organizations, national insurers, professional associations, and the pharmaceutical industry.

Before joining CECity, Pittsburgh, Ms. Boyer was a principal with Mercer Human Resource Consulting and director of medical and pharmacy affairs for Highmark Blue Cross Blue Shield.

Ms. Boyer is a summa cum laude graduate of the University of Pittsburgh, School of Pharmacy, and holds faculty positions at the University of Pittsburgh and Duquesne University Schools of Pharmacy.

Angela CAPPIELLO

The Curry Rockefeller Group Adds Program Manager



Angela Cappiello has joined The Curry Rockefeller Group as program manager. The Curry Rockefeller Group of Companies, located in Tarrytown, N.Y., is dedicated to thought-leader focused medical educa-

tion and is a primary source of innovative education and training for influential healthcare practitioners.

Ms. Cappiello has more than 10 years of experience in meetings management. She is supporting CRG's program management group. Most recently, she was with CMP Healthcare Media. Ms. Cappiello has a B.A. from the City University of New York.

Robert J. GLASER

Medsn Appoints Senior VP, Business Development

Medsn, a medical-education company with headquarters in Culver City, Calif., has appointed Robert J. Glaser as senior VP of business development. Mr. Glaser, who joined the Medsn board in August 2003, has more than 25 years of experience.

Previously, he was senior VP of ancillary care management, a healthcare management company, and president of McKesson Pharmaceutical Partners Group.

A graduate of Gettysburg College, with a bachelor's degree in biology, Mr. Glaser holds a master's of management degree from the Kellogg School of Business at Northwestern University.

Catharine B. POLACEK

Columbia MedCom Group Promotes Editor

Columbia MedCom Group (CMCG) has promoted Catharine B. Polacek from associate editor to editor. The Columbia MedCom Group, Columbia, Md., comprises two wholly owned subsidiaries: INNOVIA Education Institute and Medicalliance.

Ms. Polacek, who has been with the company since 2000, researches and edits material for proposals, formulary kits, participant booklets, manuscripts, narratives, presentations, and handbooks.

Before joining the company, Ms. Polacek was a copyeditor, a proposal coordinator, and a database manager for LDR International, an urban planning and design firm.

Technology/Web **POOL**

John **ARCARI**

Pamela W. **MCNAMARA**

CRF Appoints CEO and CFO



CRF, a provider of e-diaries for clinical trials, has appointed John Arcari as chief financial officer. Mr. Arcari has a background in financial operations in the biotechnology sector. He joins

CRF from Organogenesis, where he was chief financial officer. In other company news, Pamela W. McNamara has been appointed CEO and member of the board. Previously, she was president and CEO of Arthur D. Little and managing director of its global healthcare practice. She is based in CRF's U.S. headquarters in Waltham, Mass.

Dr. Vivien **BONAZZI**

Dr. Michael

STAPLETON

Invitrogen Names Two Executives in Bioinformatics

Invitrogen has named Vivien Bonazzi, Ph.D., director of research and development, bioinformatics, and Michael Stapleton, Ph.D., as general manager and VP of its bioinformatics business. Introgen, Carlsbad, Calif., is a provider of technology for disease research, drug discovery, and commercial bioproduction.

Dr. Bonazzi leads the worldwide research and development effort in bioinformatics, driving the creation of new software tools. She most recently served as director of product development and scientific management at Celera Genomics.

She holds a bachelor's degree in applied science from the University of Canberra in Australia, as well as masters and doctorate degrees in molecular pharmacology from the University of Melbourne.

Dr. Stapleton most recently served as executive VP and chief operating officer of Accelrys. He was responsible for creating Accelrys through the mergers of Molecular Simulations with Oxford Molecular, Genetics Computer Group, Synopsys Scientific Systems, and Synomics. He holds a bachelor's degree in chemistry and master's and doctorate degrees in chemical physics from Southampton University in the United Kingdom.

Karen **CARR**

Angela **DIBARTOLO**

SimStar Fills Senior Positions



SimStar, an interactive relationship marketing agency serving the healthcare industry, has hired Karen Carr as VP, strategy, and Angela DiBartolo as senior VP of client relationships.

Ms. Carr is responsible for leading strategic consulting assignments and working closely with the account-management team to provide strategic input to interactive agency of record assignments. Ms. Carr spent four years with Peppers and Rogers as a senior consultant.



In her new role, Ms. DiBartolo is responsible for client relationships at SimStar. She most recently was with LLKFB, a behavior change relationship marketing agency within the Omnicom network. She managed both the pharmaceutical and consumer teams for clients. Ms. DiBartolo holds a B.A. in communications from Rowan University.

Ms. Reichert joined the AMA in 2001 as an account manager for *American Medical News*. Previously, she was a media director with Lyons, Lavey, Nickel, Swift. She continues to be based in the AMA Parsippany, N.J., office.

Agency **POOL**

Josh **BEATTY**

Whitney **CANTRELL**

Jamie **DIPPMAN**

Tom **DRAKE**

Bill **FAY**

Bruce **GOLLICKER**

Deb **HAMMELS**

Meg **HARRISON**

Tony **INSON**

Melissa **JUHAS**

Joseph **SOTO**

Susan **SWIFT**

Dorland Announces New Hires

Dorland Global Health Communications, with headquarters in Philadelphia and an office in San Francisco, has expanded its staff. Dorland offers a full range of communications services.

Josh Beatty has been named art director in the Philadelphia office. Previously, he served as a freelance art director.

Whitney Cantrell has been added to the agency's Philadelphia staff as graphic designer. She previously was an intern at Dorland and is a recent graduate of Moravian College.

Jamie Dippman has joined the San Francisco office as account coordinator, public relations. She recently graduated from Ohio University with a degree in journalism.

Tom Drake has joined the Philadelphia office as VP of Dorland Pharma. Mr. Drake has more than 22 years of expertise in domestic and international pharmaceutical marketing. In addition, he founded a national trade journal, *Product Management Today*, as well as a medical-education company.



Media **POOL**

Susan **FAGAN**

Quadrant HealthCom Names National Sales Manager

Susan Fagan has joined Quadrant HealthCom as national sales manager for *The Female Patient*. Quadrant HealthCom, Chatham, N.J., is a medical publisher, producing journals in the primary-care and specialty-care fields. She joins *The Female Patient* with 12 years of advertising and medical-education sales experience.

Maureen **REICHERT**

AMA Promotes to Fill JAMA Account Manager Position

The American Medical Association Publishing Division has promoted Maureen Reichert to the position of JAMA account manager. Ms. Reichert has joined the JAMA sales team of Susan Carollo and Nancy Souza, past AMP Reps of the Year.

Bill Fay has been hired as account executive, new business, Philadelphia. He previously was an assistant account executive at VOX Medica.

Bruce Gollicker has joined the agency's San Francisco office as account executive, Dorland Solutions; he previously was an account executive at Price Communications.

Also in San Francisco, Deb Hammels has been hired as copy supervisor. She previously was a freelance copywriter.

Meg Harrison has joined Dorland, Philadelphia, as senior account executive, public relations. She was a public relations specialist at The Queen's Medical Center in Hawaii.

In Dorland's San Francisco office, Tony Inson has been hired as office manager. He previously was a consultant.

Melissa Juhas has been hired as account coordinator, public relations, in the Philadelphia office. Ms. Juhas is a recent graduate of Rowan College.



Joseph Soto has joined Dorland San Francisco as executive VP of Dorland Pharma. Mr. Soto previously was at FCB HealthCare, where he was general manager.

Susan Swift has joined the San Francisco team as studio manager. She previously was a studio manager at FCB HealthCare.

Susan **BENDER**

Peter **BROWN**

Matthew **CRANDALL**

Thomas **CULHANE**

Catherine **KANNER**

Brian **KEYS**

Gary **KRUK**

Jonathan **ROSENTHAL**

Heather **SPARKS**

Lisa **STEINHARDT**

Nazanin **TABRIZI**

Kari **TORTORELLO**

Jeffrey **ZIERNICKI**

KPR Expands In Preparation for 2004 Growth

KPR has added 13 new hires as it moves into new areas. The new personnel comple-

ment the company's organic growth as well as help secure new business wins.

KPR, an Omnicom Group agency, is a specialized integrated healthcare communications company that offers advertising, public relations, promotion, and interactive services.

The company is located in New York.

Susan Bender has joined the KPR public-relations team as an assistant account executive to support the 3M Pharmaceuticals business across various accounts.

Peter Brown has been hired as the account supervisor for the Aventis Pharmaceuticals Ketek business.

Matthew Crandall has joined KPR as VP, account supervisor, on the Reliant/Lescol XL business.

Thomas Culhane has been named the account supervisor for the Orphan/Xyrem business and specializes in direct mail campaigns and relationship marketing.

Catherine Kanner has joined the KPR Risperdal copy team.

Brian Keys has joined the creative team as an art director to work on Merck and Novavax accounts.

Mr. Keys partners with creative directors and senior art directors to ensure efficient planning and management of various projects.

Among the new account services hires is Gary Kruk, who has been named VP, account supervisor, for the Novavax Estrasorb hormone replacement therapy business.

Mr. Kruk has extensive experience in the female health market and serves as a strategic partner in brand positioning and managing promotional plans at KPR.

Jonathan Rosenthal has joined the company as an account executive for Aventis Pharmaceuticals' Ketek business. He has experience in clinical cancer research.

Heather Sparks, copywriter, has joined the agency, concentrating on the Risperdal bipolar campaign, including a new direct-to-patient program. She has a background in science and journalism.

Lisa Steinhardt has been hired as a senior VP, management supervisor, for 3M Pharmaceuticals' skin-cancer account, Aldara imiquimod cream. Ms. Steinhardt brings knowledge in the direct-to-consumer, professional marketing, and consumer/patient relationship marketing arenas.

Nazanin Tabrizi and Kari Tortorello have joined KPR as senior art directors. Ms. Tabrizi manages the Janssen/Risperdal business. Ms. Tortorello works on Reliant/Lescol and Janssen/AP-57.

Jeffrey Ziernicki has been named account supervisor for the Janssen bipolar disorder business, Risperdal Consta. He has both agency and client experience, having previously worked as a pharmaceutical sales representa-

tive as well as at various healthcare advertising agencies.

Art **CHAVEZ**

GSW New York President Named

Gerbig, Snell/Weisheimer (GSW), an independent healthcare agency based in Columbus, Ohio, has named Art Chavez as president of its New York office. He is responsible for all aspects of the business, including operations, financial management, new business development, and client service.



The New York office was established in mid-2003. Mr. Chavez joins GSW from Grey Healthcare Advertising where he most recently served as executive VP, director of operations worldwide advertising.

Sharon Lee **CIMINO**

Dr. Matthew E.

DUBROW

Brian **WALDRON**

Amy **WEST**

Roska Direct Hires Four

Roska Direct, a full-service direct advertising agency, in Montgomeryville, Pa., has hired Sharon Lee Cimino as account director, Matthew E. Dubrow, D.O., as a senior medical copywriter, Brian Waldron as director of media services, and Amy West as account director.

Ms. Cimino joins Roska Direct as an account director.

Dr. Dubrow is applying his clinical expertise in his position at Roska Direct as senior medical copywriter.

Mr. Waldron joins Roska Direct as director of media services after serving as direct marketing manager for Xlibris. He recently served as assistant VP of Credit Suisse First Boston.

Ms. West joins Roska Direct from Doner Advertising, where she was an account director.

Anne **DEVEREUX**

Nancy **HILL**

Two Directors at BBDO Take on Additional Responsibilities



Anne Devereux and Nancy Hill, both executive VPs and managing directors of the New York office of BBDO, have assumed additional responsibilities. Ms. Devereux and Ms. Hill are part of BBDO's senior-management team.

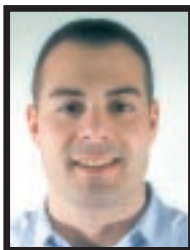


Ms. Devereux has taken on the additional role of chief integration officer, responsible for directing BBDO's integrated marketing communication efforts.

Ms. Hill oversees business development and is responsible for generating revenue growth and developing new revenue streams for the agency. Both Ms. Devereux and Ms. Hill joined BBDO New York in 2003.

Dr. Michael **DIORIO**

Integrated Communications Hires Associate Medical Director



Integrated Communications has appointed Michael DiIorio, M.D., as associate medical director on AstraZeneca's Iressa business. Integrated Communications is a full-service healthcare marketing communications agency

in Parsippany, N.J., and is the flagship unit of Lowe Healthcare Worldwide.

Dr. DiIorio joins Integrated's medical affairs team, where he provides medical direction and technical information for the Iressa team. He holds a M.D. from the Robert Wood Johnson Medical School and a B.A. from NYU.

Rich **HERSTEK**

PARTNERS+simons Names Creative Director



PARTNERS+simons, a Boston-based advertising communications firm, has appointed Rich Herstek as creative director. Mr. Herstek's most recent agency position was executive VP/creative director at Arnold Communications Worldwide.

He started his advertising writing career at Cole & Weber and then moved to positions at Ingalls Quinn and Johnson, and Houston Effler, which was acquired by Arnold Communications Worldwide.

Nora **KIERNAN**

Belinda **NICOLL**

Bruce **NICOLL**

Susan **OSTERLOH**

Andrea **RINKEWICH**

Kate **SHANNON**

Palio Communications Announces Staff Appointments

Palio Communications, a full-service

advertising and communications agency, has appointed Nora Kiernan as editor, Belinda Nicoll as senior account executive, Bruce Nicoll as group copy supervisor, Susan Osterloh as group copy supervisor, Andrea Rinkewich as account coordinator, and Kate Shannon as assistant account executive. Palio Communications, Saratoga Springs, N.Y., is a subsidiary of inChord Communications Inc.

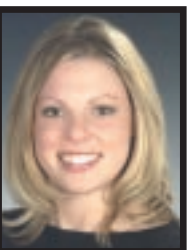


Ms. Kiernan joins Palio from the Northeastern Retail Lumber Association.

Ms. Nicoll previously was client service director for Adlines. She received her bachelor's degree from the University of South Africa.

Mr. Nicoll previously was VP/associate creative director at FCB Healthcare in San Francisco. He holds a master's degree in business administration from Canterbury University.

Ms. Osterloh served as group copy supervisor at Pace. Ms. Osterloh holds a bachelor's degree from the University of Missouri.



Ms. Rinkewich is a recent graduate of Syracuse University, where she was enrolled at both the S.I. Newhouse School of Public Communications and School of Management.



Ms. Shannon is a recent graduate of Emerson College, where she received a master's degree in integrated marketing communications. Ms. Shannon holds a bachelor's degree from the University of San Diego.

Craig **SAVAGE**

Integrity Healthcare Adds Art Supervisor



Integrity Healthcare Communications, part of the HealthSTAR Advertising Group, has named Craig Savage to the newly created position of art supervisor. HealthSTAR Advertising is in Woodbridge, N.J. Mr. Savage was a freelance art director. He holds a BSA in visual communications from Kean University.

PharmaVoice welcomes comments about this article. E-mail us at feedback@pharmavoice.com.