



Pharmaceutical POOL

Kurt **HARTMAN**

Dr. Craig **HOPKINSON**

New Hires at Eisai



Eisai Inc., a U.S. pharmaceutical subsidiary of Japan's Eisai Co. Ltd., has appointed Kurt Hartman, J.D., senior director of value and access, with responsibility for integrating and aligning Eisai's

focus on reimbursement support services, as well as pricing and contracting strategy. Previously, Mr. Hartman served as director of patient reimbursement support and assistance at Roche Laboratories. He holds a J.D. from Pepperdine University School of Law.

In other moves, Craig Hopkinson, M.D., has joined Eisai as VP of medical affairs, oncology and institutional care. He serves as senior medical leader and ensures alignment of all medical strategy for the product portfolio of the oncology and institutional care business unit. Most recently, Dr. Hopkinson was VP, global medical affairs, for Elan Pharmaceuticals. He received an M.D. from the University of the Free State in South Africa.

Biotechnology POOL

Dr. Nancy **BOMAN**

Acucela Taps Regulatory Affairs VP

Acucela, a biotechnology company developing innovative therapies for blinding eye diseases, has hired industry veteran Nancy Boman, M.D., Ph.D., as VP of clinical development and regulatory affairs.

During her two decades of regulatory affairs



experience, Dr. Boman has filed clinical-trial applications in the United States, Europe, Canada, Russia, and Peru. Her most recent role was overseeing clinical development and regulatory affairs for Cell Therapeutics. Dr. Boman received an M.D. and a Ph.D. in biochemistry from the University of British Columbia.

Dr. Anthony **CAGGIANO**

Acorda Promotes Preclinical Development VP



Acorda Therapeutics, a biotechnology company developing therapies for spinal-cord injury, multiple sclerosis, and related nervous system disorders, has promoted Anthony Caggiano, M.D., Ph.D., to VP, preclinical development. Dr. Caggiano joined Acorda in 2001 as a lab scientist. He continues to manage the preclinical and research and development departments at Acorda. He received an M.D. and a Ph.D. in neurobiology from the University of Chicago.

Specialty POOL

Dr. Bhaskar **CHAUDHURI**

Valeant Taps Former Dow Pharmaceutical CEO as President

Valeant Pharmaceuticals International has appointed Dr. Bhaskar Chaudhuri as president, with responsibility for overseeing the Dow Services business, corporate business development activities, and the branded generics operations in Mexico and Poland.

Dr. Chaudhuri served as president and CEO of Dow Pharmaceutical Sciences before



its acquisition by Valeant at the end of 2008. He holds an M.S. in industrial pharmacy and a doctorate in physical pharmacy. Valeant is a multinational specialty pharmaceutical company.

Maxwell **LEA III**

DFB Pharmaceuticals Promotes Business Development VP



DFB Pharmaceuticals has promoted Maxwell Lea III to VP, business development and corporate finance. Mr. Lea joined DFB in 2002 and was most recently director of corporate development and finance for the company.

DFB Pharmaceuticals is a privately held company that provides technology-driven pharmaceutical products, outsourcing services, and licensing opportunities through its affiliate partners.

Device/Diagnostic POOL

Dr. Grady **BARNES**

Fujirebio Diagnostics Names Chief Scientific Officer



Fujirebio Diagnostics, a cancer diagnostics company and industry leader in cancer biomarker assays, has appointed Grady Barnes, Ph.D., as chief scientific officer. Dr. Barnes was most recently VP of research and development at Meridian Bioscience. He is responsible for all scientific affairs, including research and development, product development, process engineering, and clinical and regulatory affairs. He received a Ph.D. in biochemistry from Florida State University.

Discovery POOL

Dr. Philip **JOCHELSON**

Jason **LEVIN**

BrainCells Strengthens Leadership Team

BrainCells (BCI), a company focused on researching neurogenesis using its technology to identify novel pathways for the treatment of neurologic conditions, has named Philip

Jochelson, M.D., chief medical officer. Dr. Jochelson was most recently senior VP of development and chief medical officer at Somaxon. He graduated from medical school in South Africa and is a licensed physician in California.



Jason Levin has joined BCI as chief business officer responsible for all strategic development activities, including licensing, acquisitions, and partnering. Previously, Mr. Levin served as VP of corporate development at Jazz Pharmaceuticals. He received an MBA from the University of Texas' McCombs Graduate School of Business.

Emerging POOL

Dr. Ronald **NEWBOLD**

Dr. Tadimetri **RAO**

Dr. Andreas **SOMMER**

Auspex Pharmaceuticals Expands Management Team

Auspex Pharmaceuticals, a developer of next-generation medicines in the targeted application of deuterium chemistry, has announced three key management hires.



Auspex has appointed Ronald Newbold, Ph.D., as chief business officer. Most recently, he was senior VP of business development at Celldex Therapeutics. Dr. Newbold received an MBA from Columbia University and a Ph.D. in organic chemistry from the University of Rochester.

Tadimetri Rao, Ph.D., has joined Auspex as VP, preclinical development. Dr. Rao was director of pharmacology and preclinical development for Kalypsys. A registered pharmacist, he holds a Ph.D. in neurochemistry-pharmaceutical sciences from the University of Alberta.

Andreas Sommer, Ph.D., has been named VP, operations. He received a Ph.D. in microbiology from the University of California, Davis.

Association POOL

Gary **WILSON**

Safe-BioPharma Appoints Technical Program Manager

Gary Wilson has been named technical



program manager for Safe-BioPharma Association, a nonprofit organization.

In this newly created position, Mr. Wilson's primary responsibility is to help prospective and existing association members plan and implement digital identity and signature projects using the Safe-BioPharma digital standard.

He also is involved in managing a variety of services and procedures for the association.

Mr. Wilson has extensive IT project management experience in the biopharmaceutical industry, most recently as project manager and validation consultant for EMC Consulting Services and for Omicron Consulting.

He holds an MBA in finance from Pace University.

Agency POOL

Alexandra **BENEVILLE**

RTCRM Promotes VP's Responsibilities



RTC Relationship Marketing (RTCRM) has promoted Alexandra Beneville to senior VP, group account director.

Her client portfolio includes Bristol-Myers Squibb, MedImmune, and Novo Nordisk.

Ms. Beneville received an MBA with spe-

cialization in marketing and international business from the University of Chicago.

Trudy **CHIAVELLI**

Keith **CROES**

Tara **HECKMAN-MILLER**

Carolyn **IGNOMIRELLO**

Parker **JONES**

Brenda **REBILAS**

Dana **REGAN**

Joanne **WAY**

Staff Changes at Solara



Solara, a CommonHealth business unit, has announced one promotion and several new hires. Trudy Chiavelli has been promoted to senior account executive from traffic manager.

Solara has appointed Keith Croes editorial manager. Most recently, Mr. Croes was director of scientific services at The Selva Group.

Tara Heckman-Miller has joined as a senior account executive. Ms. Heckman-Miller was

PhRMA ELECTS NEW BOARD OFFICERS

AstraZeneca CEO David Brennan has been elected board chairman of the nonprofit industry advocacy group Pharmaceutical Research and Manufacturers of America (PhRMA), succeeding Merck CEO and President Richard Clark.

Mr. Brennan, who began his career in 1975 as a sales representative at Merck, joined AstraMerck in 1992 to help build the joint venture into a multibillion dollar business in the United States. He has served as CEO of AstraZeneca since January 2006.

"The pharmaceutical industry is uniquely poised to be both a source of innovative medicines and a trusted member of the healthcare community," Mr. Brennan says "American pharmaceutical researchers and manufacturers can

play a critical role in advancing health solutions that build on the strengths of the U.S. healthcare system and address its weaknesses."

In other moves, PhRMA also has elected Pfizer Chairman and CEO Jeffrey Kindler as chairman-elect of the PhRMA board of directors, and David Norton, company group chairman, worldwide commercial and operations, for the Johnson & Johnson pharmaceuticals group, as board treasurer.

Mr. Kindler was named Pfizer's CEO in July 2006 and has served as chairman of the company's board since December 2006.

"For the first time in decades, there is broad agreement across the political spectrum and the private sector on the need for health reform and on the urgency to act," Mr. Kindler says. "Today, we see broad support for an approach that includes both the private and the public sectors to improve healthcare coverage, quality, and affordability."



David Brennan (top) has been elected chairman, and David Norton has been elected treasurer of PhRMA.

previously a consultant for THM Consultants. Carolyn Ignomirello has been named a group copy supervisor. Ms. Ignomirello most recently served as a copy supervisor at Natrel Communications.



Solara has appointed Parker Jones as an account supervisor. Mr. Jones was previously a senior account executive at Sudler & Hennessey.



Brenda Rebilas has joined Solara from sister CommonHealth agency Carbon as a VP, associate creative director. Ms. Rebilas has been with CommonHealth for 11 years.



Dana Regan has rejoined the CommonHealth organization as a senior VP, managing director, at Solara. Ms. Regan most recently was senior VP, managing director, for Torre Lazur.



Joanne Way has been appointed a senior VP, managing director, charged with acquiring new business. Ms. Way was director of managed markets at Beacon Healthcare Communications.

Seleen **COLLINS**

James **DONOVAN**

Mark **GORMLEY**

Angela **LONG**

Todd **MILLER**

GSW Unveils Staff Additions



Healthcare advertising agency GSW Worldwide, an Inventiv Health company, has made a number of additions to its staff.



Seleen Collins has been appointed senior editor. Previously, Ms. Collins was self-employed and served as a writer and editorial consultant.



James Donovan has joined GSW as digital art director from Ologie, where he was senior multimedia designer.

Mark Gormley has been named senior brand designer. Before joining GSW, he served as art director for Salvato Coe & Gabor.

Angela Long has joined as VP, senior planner, from Jack Morton Worldwide, where she was director, brand research and insights. Ms.



Long holds a master's degree from Boston University.

Todd Miller has been appointed senior art director. Mr. Miller most recently served as senior creative for M&C Saatchi.

Marian **CUTLER**

Makovsky Expands Health Practice Team



Veteran healthcare specialist Marian Cutler has joined independent global public relations and investor relations consultancy Makovsky + Company as senior VP in its health practice. Ms.

Cutler most recently served as senior VP for BMC Communications.

Mary **DOHERTY**

Steve **WRIGHT**

Intouch Makes New Appointments



Intouch Solutions, a digital marketing communications agency, has named Mary Doherty VP of client services. In addition, Steve Wright has joined Intouch as senior director of development, overseeing development and site maintenance across all clients. Mr. Wright was most recently with VML, where he led the practice management group.



Wayne **DUNLAP**

S&R Communications Appoints Client VP



Full-service healthcare marketing and communications company S&R Communications Group has hired Wayne Dunlap as senior VP, client marketing and communication. He previously served as general manager at MedPoint Communications.

Alison **GUSTAFSON**

William **LONG**

Michelle **SAMENFELD**

AbelsonTaylor Makes Hires

Healthcare advertising agency AbelsonTaylor has announced several additions. Alison Gustafson rejoins AbelsonTaylor as a



senior account executive.

William Long was promoted to senior account executive from



Kim **LEVY**

MicroMass Promotes Senior VP



MicroMass Communications, a leader in behavioral science-based relationship marketing, has promoted Kim Levy to senior VP. She received an M.S. in healthcare management from Mercer University and is a member of the American College of Health Care Executives.

Media **POOL**

Kelly **MCNULTY**

Elsevier Oncology Hires Sales Manager



Kelly McNulty has joined International Medical News Group as national sales manager for Elsevier Oncology. Ms. McNulty is working on *Community Oncology*, *The Journal of Supportive Oncology*, and *The Oncology Report*. She comes to IMNG from CMPMedica's The Oncology Group.

Service **POOL**

Rob **REBAK**

Marketing Technology Solutions Hires CEO



Rob Rebak has joined Marketing Technology Solutions (MTS) as CEO. Mr. Rebak was most recently CEO of Parenting-TeensNetwork. MTS is an interactive marketing agency. ♦

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- ▶ With So Many Moving Pieces, Who Truly Drives Prescribing Decisions? And How Can You Influence the Influencers?
- ▶ How Can You Shape Social Media Conversations to Your Brand's Advantage?
- ▶ Where Do Doctors and Patients Turn for Guidance When Market Events Hit? And How Can You Regain Control of Your Message?

Find Out at a New FREE WebSeminar:

Owning the Prescription Pad: *Driving Brand Decisions in a Multi-Influence World*

June 18, 2009 10:00 – 11:30 AM ET

Featuring NEW Research with US and European Physicians on Who and What Influences Their Actions...How They Respond to Market Events and Why...and How They Rate 17 Pharma Companies on Convincing Them to Prescribe.

Today, you face a staggering array of channels—from traditional media to new digital options. Add to that the range of stakeholders who now have a voice in treatment decisions. And it becomes an overwhelming task to choose where you should invest—and whom you should target—to optimize prescribing. Now, TNS Healthcare guides you to the true brand influencers at *Owning the Prescription Pad: Driving Brand Decisions in a Multi-Influence World*.

Rethinking Communications in the Digital Age

- ▶ Discover Influence 3.0™, a new, holistic framework for understanding how brand-generated and consumer-generated media interact to influence decisions.
- ▶ Learn how social media can take you from “monologues” that interrupt your targets to “dialogues” that engage them with your brand.
- ▶ Develop a culture of “listening” that helps you create more relevant messages and the optimal media mix for delivering them.

Reaching the True Decision Drivers

- ▶ Find out which channels and stakeholders doctors say really influence their brand choices—and which companies most effectively convince them to prescribe.
- ▶ Explore how doctors responded to real-world events...who and what guided their actions...and how you can gain control when unexpected news hits.
- ▶ Examine new research that reveals key decision drivers for both primary care blockbusters and specialty products.

Mapping the Health Influence Ecosystem

- ▶ Understand today's communications environment and how channel impact varies over the course of a disease.
- ▶ Identify communications and influence patterns that impact prescribing and compliance.
- ▶ Gain a practical guide to effective communications, including optimal tactics and timing—and a new approach to improving customer interactions.

SPEAKERS

Larry Friedman, PhD
Chief Research Officer
TNS North America

Jonathan Kay
Global Practice Head, Brand and Communications
TNS Healthcare,
A Kantar Health Company

Louisa Holland
Co-CEO, the Americas
Sudler & Hennessey

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Pharmaceutical **POOL**

Elizabeth **BARRETT**

Dr. Martine **GEORGE**

Pfizer Adds to Oncology Leadership Team

Global pharmaceutical company Pfizer has made two executive appointments to its oncology business unit.

Elizabeth Barrett has joined Pfizer as regional president, U.S., for its oncology business unit, where she leads sales, field operations, and marketing. Ms. Barrett has more than 25 years of management expertise, most recently as VP and general manager, oncology business unit, for Cephalon.

Ms. Barrett has received numerous awards from industry organizations including TWIN (Tribute to Women in the Industry), DTC Marketer of the Year, VP Sales/Marketing Award, HBA Rising Star, Women's Leadership Initiative Ambassador, and Outstanding Marketer of the Year.

She holds an MBA in marketing from St. Joseph's University.

Pfizer also has named Martine George, M.D., M.Sc., as VP of medical affairs for its oncology business unit. Dr. George is responsible for managing external relationships with cancer agencies, organizations, and specialists around the world.

Dr. George has 20 years of experience in leading pharmaceutical organizations with expertise in medical affairs, clinical research, and regulatory affairs. Most recently, she served as senior VP of drug development and chief medical officer at GPC Biotech.

She received an M.Sc. in pharmacology from Montreal University and an M.D. from Paris University, and is board-certified in medical oncology.

Dr. Paul **KORNER**

Ferring Names Head of FIPCUS Drug Development Subsidiary

Ferring Pharmaceuticals Inc., a subsidiary of Ferring Pharmaceuticals that offers a line of urology, orthopedic, and infertility products in the U.S. market, has promoted Paul Korner, M.D., MBA, to senior VP of the Ferring International PharmaScience Center U.S. (FIPCUS),

Ferring's drug development subsidiary. Dr. Korner is responsible for the clinical management of U.S. drug development.

He was formerly VP, medical affairs, for Ferring's infertility, orthopedics, urology, and gastroenterology therapeutic areas, as well as product safety.

A board-certified obstetrician and gynecologist, Dr. Korner received an M.D. from Loyola University's Stritch School of Medicine. He also holds an MBA from the Michael J. Coles College of Business at Kennesaw State University.

Biotechnology **POOL**

Dr. Ahmed **HAMDY**

Former Elan Executive Joins Pharmacyclics as CMO

Pharmacyclics, a developer of novel pharmaceutical products to treat serious unmet medical needs in oncology and autoimmune diseases, has named Ahmed Hamdy chief medical officer.

Dr. Hamdy was most recently therapeutic area head responsible for gastroenterology and autoimmune clinical development at Elan Pharmaceuticals.

He received his M.D. from Cairo University in Egypt.

Robert **HAMM**

Biogen Idec Promotes VP to Operating Chief

Global biotechnology firm Biogen Idec has promoted Robert Hamm to chief operating officer from executive VP, pharmaceutical operations and technology.

In his new role, Mr. Hamm adds global business operations to his responsibilities. He has been with Biogen Idec since 1994.

Dr. Elizabeth **JOHN**

Dr. John (Zhihua) **ZHANG**

EnzymeRx Adds Two VPs

EnzymeRx, a private clinical-stage biotechnology company developing uricase-PEG 20 for the treatment of resistant and refractory

gout and related indications, has announced two additions to its management team.

Elizabeth John, Ph.D., has joined EnzymeRx as VP, manufacturing. Dr. John most recently served as head of research and development at Centegen.

She received an M.S. in chemistry from the Indian Institute of Technology in Madras and a Ph.D. in chemistry from Rutgers University. She also completed postdoctoral training in radiopharmaceutical chemistry at Purdue University.

EnzymeRx also has named John (Zhihua) Zhang, M.D., Ph.D. as VP, preclinical research and development.

Dr. Zhang was previously director, preclinical pharmacology and toxicology, at Pharmacoepia until its acquisition by Ligand Pharmaceuticals in December 2008.

Dr. Zhang obtained an M.S. in public health from the University of California, Los Angeles (UCLA), an M.D. from Guangxi Medical University in China, and a Ph.D. in toxicology from Rutgers University. He also did postdoctoral training at the National Cancer Institute of the National Institutes of Health.

Biopharmaceutical **POOL**

Dr. Daniel **ADELMAN**

Alvine Names Medical Chief

Alvine Pharmaceuticals, a privately held biopharmaceutical company dedicated to developing and commercializing therapeutics for autoimmune/gastrointestinal diseases, has appointed Daniel Adelman, M.D., as senior VP, development and chief medical officer.

Before joining Alvine, Dr. Adelman was senior VP of development and chief medical officer at Sunesis Pharmaceuticals.

He received an M.D. from the University of California, Davis.

Stephen **DIPALMA**

Dr. Joanne **KAMENS**

Ramani **VARANASI**

RXi Announces Addition, Promotions to Leadership Team

RXi Pharmaceuticals, a biopharmaceutical

company pursuing the development and commercialization of proprietary therapeutics based on RNA interference (RNAi) technology, has promoted Chief Financial Officer Stephen DiPalma to the additional role of executive VP of business operations, formally adding operational, development, and strategic planning responsibilities to his existing duties. Mr. DiPalma has an MBA from Babson College.

In other moves, RXi has promoted Joanne Kamens, Ph.D., to senior director of discovery from director of discovery research. Dr. Kamens leads RXi's research group in evaluating novel rxRNA compounds and delivery technologies and manages RXi's inflammatory disease program. She received a Ph.D. in genetics from Harvard University.

Ramani Varanasi has joined RXi as VP of business development, focusing on developing product and technology partnering strategies as well as leading all new and existing business development relationships.

Most recently, Ms. Varanasi served as head of business development at Archemix. She earned an M.Sc. in biochemistry from McGill University and an MBA from Northeastern University.

Dr. Oliver **FETZER**

Former Cubist VP Joins Cerulean as CEO

Cerulean Pharma, a biopharmaceutical company focused on novel, intelligently designed, nanoparticle-based drugs, has named Oliver Fetzter, Ph.D., president and CEO. He succeeds Alan Crane, who has been named chairman.

Dr. Fetzter was most recently senior VP, corporate development and research and development, at Cubist Pharmaceuticals.

He received an MBA from Carnegie Mellon University and a Ph.D. in pharmaceutical sciences from the Medical University of South Carolina.

Michael **NARACHI**

New CEO at Orexigen

Orexigen Therapeutics, a biopharmaceutical company focused on the treatment of obesity, has appointed Michael Narachi as president and CEO. He succeeds interim President and CEO Eckard Weber, M.D., who remains executive chairman of Orexigen.

Before joining Orexigen, Mr. Narachi served as chairman, CEO, and president of

Ren Pharmaceuticals and executive chairman of Naryx Pharma. He received an M.A. in molecular genetics from the University of California, Davis, and an MBA from the Anderson Graduate School of Management at the University of California, Los Angeles.

Device/Diagnostic **POOL**

George **LANDAU**

TYRX Hires Business Development VP

TYRX, a company focused on the commercialization of implantable medical-pharmaceutical devices, has named George Landau as VP, business development. Mr. Landau has more than 18 years of business development experience in the medical device industry, most recently as VP, business development and marketing planning, for Tengion. He received an MBA from New York University.

Emerging **POOL**

John **KEILTY**

Joseph **MCPHERSON**

Promotions at Infinity Pharmaceuticals

Infinity Pharmaceuticals, focused on the discovery, development, and delivery of new medicines for the treatment of cancer, has announced two leadership promotions.

John Keilty has been promoted to VP, information technology and informatics. Mr. Keilty has been a key figure in building Infinity's informatics and information technology development functions since joining the company in early 2002.

Infinity has promoted Joseph McPherson to VP, facilities and operations. Mr. McPherson joined Infinity at its inception in 2001 and has been instrumental in managing the company's expanding laboratories, health and safety programs, and supply-chain activities.

Dr. Patrice **RIOUX**

New Medical Chief at Raptor Pharmaceuticals

Raptor Pharmaceuticals has appointed

Patrice Rioux, M.D., Ph.D., chief medical officer, with responsibility for the clinical and regulatory advancement of Raptor's clinical-stage drug development programs.

He previously held the same position at FerroKin Biosciences.

Educated in France, Dr. Rioux holds a master's in pharmacology, an M.D., and a Ph.D. in mathematical statistics.

Raptor Pharmaceuticals is dedicated to speeding the delivery of new treatment options to underserved patients by working to improve existing therapeutics through the application of highly specialized drug targeting platforms and formulation expertise.

Agency **POOL**

Dr. Chetan

VIJAYVERGIA

New Medical Strategy Director at Y Brand

Y Brand, an inVentiv Health company, has named Chetan Vijayvergia, Ph.D., director, medical strategy.

Dr. Vijayvergia joins Y Brand from Ogilvy Healthworld Medical Education, where he served as VP, group director of scientific services.

Dr. Vijayvergia is responsible for assisting Y Brand in expanding its strategic capabilities, adding a new dimension to strategic and branding expertise, and elevating the offerings for customers across the product life cycle.

Technology **POOL**

James **SCULLION**

DecisionView Chairman Assumes CEO Role

DecisionView, a provider of clinical optimization solutions for the life-sciences industry, has named Chairman James Scullion to the additional roles of president and CEO.

Mr. Scullion succeeds Steve Andrade, who has left DecisionView to pursue other opportunities. ♦