



Pharma POOL

Andrew R.J. **BONFIELD**

Bristol-Myers Squibb Appoints
New Senior VP and Chief Financial
Officer

Andrew R.J. Bonfield joins Bristol-Myers Squibb as senior VP and chief financial officer.

Mr. Bonfield, 39, served most recently as executive director of finance at BG Group Plc., a multi-billion dollar gas and oil exploration and production company in the U.K. Before that, he was chief financial officer at Smith-Kline Beecham, the British pharmaceutical company that became a part of GlaxoSmith-Kline.

"Andrew Bonfield has the breadth of finance experience, proven leadership, and vision that are all critical to the future success of Bristol-Myers Squibb," says Peter R. Dolan, chairman and CEO of New York-based Bristol-Myers Squibb. "He is a results-oriented leader who will build on the financial strength of our company to accomplish our goals of driving the growth of our key products and realizing the full value of our pipeline."

"I am delighted to join Bristol-Myers Squibb at this important juncture," says Mr. Bonfield. "The company's financial position and policies will be key to realizing its near-term performance goals as well as its future leadership position in the pharmaceutical and related healthcare products fields."

As CFO at SmithKline Beecham, Mr. Bonfield was responsible for all aspects of the company's finances, with specific responsibility for corporate control, operations finance, tax, treasury, finance systems development, and corporate strategy and development. He was extensively involved in investor relations in the

U.K., U.S., and Europe. Mr. Bonfield earned a Bachelor of Commerce degree from the University of Natal in Durban, South Africa, and is professionally certified as a chartered accountant. He will join Bristol-Myers Squibb within the next two months.

Mark **SULLIVAN**

UCB Pharma Names Group
Product Director

UCB Pharma Inc., a research-based pharmaceutical company, has promoted Mark Sullivan to group product director for non-central nervous system products. In his new position, Mr. Sullivan oversees the marketing teams for Zyrtec (certirizine HCl), Lortab CIII (acetaminophen and hydrocodone bitartrate tablets, USP), Theo-24 (theophylline anhydrous), and the Duratuss brand of cold medications.

Mr. Sullivan also is involved in the development of line and patent extensions, and is working with a global team to develop and acquire new brands in the allergy-asthma category.

"Mark has built strong relationships with our marketing partners," says Nadine Craig, VP of sales and marketing, at Smyrna, Ga.-based UCB Pharma. "We are confident that in this new strategic role, he will provide strong leadership for his new team and drive the growth of our products."

Mr. Sullivan joined UCB Pharma in September 2001 as senior product manager for Zyrtec. Before that, he was employed by Dura/Elan Pharmaceuticals, where he worked as regional business development manager, district sales manager, and market development manager to create marketing and co-promotional programs. He also was responsible for training during his tenure.

"My exposure to all facets of the sales pro-

cess has given me experience in promotional literature development, product forecasts, publication strategies, and NDA submissions," Mr. Sullivan says. "I am excited about the opportunity to play a larger role in shaping the overall growth of UCB Pharma."

From 1991 to 1998, Mr. Sullivan worked at Solvay Pharmaceuticals, and previously worked at Leggett & Platt and Pepsi Cola. Mr. Sullivan earned his bachelor of science in marketing from Frostburg State University.

Biotech POOL

Dr. Peter **CHRISTEY**

Guava Technologies Taps Executive
With Global Market Development
Experience

Guava Technologies Inc., a privately held biotechnology company with core technologies in cell-based research and drug discovery, has appointed Peter Christey, Ph.D., as VP of business development.

In this newly created position, Dr. Christey is charged with overseeing Guava's corporate partnership, licensing, and other business development activities.

"We are very pleased to welcome Peter to the Guava management team," says Rajen Dalal, president and CEO of Hayward, Calif.-based Guava. "As Guava continues to grow on the strength of our cell analysis technology and product base, Peter's broad experience will enhance our worldwide business development efforts."

Before joining Guava Technologies, Dr. Christey was VP of business development for Protogene Laboratories where he established a number of collaborations to support the commercialization of Protogen's fully customizable gene-expression microarrays.

Before joining Protogene, Dr. Christey served in various roles within Chiron's corporate development group before moving to its blood testing division.

As VP of commercial development for Chiron Blood Testing he was responsible for market development in the Asia Pacific region and had global responsibility for the plasma fractionation market.

From 1989 to 1995, Dr. Christey served with McKinsey and Co. in Melbourne, Sydney, and London.

Dr. Christey holds a B.Sc. in biochemistry from the University of Otago, New Zealand, a Ph.D. in molecular biology from Cambridge University, and a MBA from INSEAD in Fontainebleau, France.

Dr. Vincent DEVITA

Oncology Expert Joins Light Sciences as Chairman of Scientific Advisory Board

Vincent T. DeVita, M.D., former director of the National Cancer Institute, has been appointed chairman of the scientific advisory board of Light Sciences Corp., a biotechnology company currently assembling leaders in the fields of oncology, ophthalmology and cardiovascular disease to steward the company's research in photodynamic treatments.

"The depth and breadth of Dr. DeVita's oncology experience, including eight years as the director of the National Cancer Institute, will be critical to the development and commercialization of our first therapeutic products, which are being studied for the treatment of refractory cancers," says Albert Luderer, Ph.D., president and CEO of Issaquah, Wash.-based Light Sciences.

Dr. DeVita says, "Light Sciences has important technology and uses a rich pipeline of drugs in its system that may provide hope for people whose cancers have failed to respond to today's standard treatments. I look forward to participating in the advancement of this innovative system and bringing hope and treatment to people with refractory cancers."

Dr. DeVita is currently professor of medicine and director of the Yale Cancer Center.

Thomas E. RATHJEN

Genencor Hires Wall Street Veteran as VP of Investor Relations

Genencor International Inc. has hired Thomas E. Rathjen, a Wall Street veteran, to lead its investor relations efforts.

Mr. Rathjen, who assumes the post of VP of investor relations, brings to Genencor almost two decades of market, investment, and strategic investor relations marketing experience.

Most recently, he served as VP of the western region of the New York Stock Exchange located in Palo Alto, Calif. In this role, he opened the first NYSE office outside New York and had oversight responsibility for all NYSE listed companies in 13 western states.

"We are very pleased to welcome Tom to Genencor," says W. Thomas Mitchell, chairman and CEO of Palo Alto, Calif.-based Genencor. "His in-depth knowledge of Wall Street, investor relations planning and strong leadership abilities will be great assets to Genencor and will be instrumental in building our relationships with the investment community."

During his career, Mr. Rathjen also served as senior director for the NASDAQ Stock Market in Menlo Park, Ca., where he was responsible for managing relationships of many NAS-



CTMS EMPLOYEE TO RECEIVE TOP NATIONAL HONOR FROM THE AMERICAN RED CROSS

Beth SMITH

Following a year that will go down in American history as among the most tragic, Beth Smith has been recognized as the 2002 National Disaster Services' volunteer. This is the top award given annually by the American Red Cross. Ms. Smith received this award May 30, 2002, at the American Red Cross National Convention.

Beginning her volunteer work with the American Red Cross in her high school years, Ms. Smith has continued in her devotion to helping others. She began working with disaster services in 1988 with the local Chapter, and accepted her first national assignment in Puerto Rico serving victims of Hurricane Hugo in 1989. Ms. Smith is fluent in Spanish so she was ideally equipped to serve in Puerto Rico. Since that time she has served on many national and local assignments. Currently, she is the Disaster Services chairperson for the local Chapter and chair of the Disaster Committee for the Red Cross in the state of Tennessee.

Ms. Smith holds an Ph.D. from the University of Texas, Austin; a master of science in nursing from the University of Maryland, in mental health nursing; and a bachelor of science in nursing from ETSU. She works as a clinical research associate for CTMS Inc. (Clinical Trial Management Services Inc.) in Bristol, Tenn.

Congress has charged the American Red Cross with the responsibility for disaster response and aid to military families. Disaster response occurs essentially every day. The most common type of disaster is displacement of a single family caused by fire. In this case, immediate assistance is needed in finding a safe environment, food, and clothing. The American Red Cross also may assist with needed medication or occupational needs such as uniforms for working persons to be able to return to work following a fire in their home.

Recently, Ms. Smith's services were requested for disaster response in New York City, following the tragedies of September 11, 2001. Ms. Smith provides mental health counseling and is a sought-after resource because not all mental health professionals can readily provide services across state lines in times of disaster. Recognizing the need, Ms. Smith's

employer, CTMS, granted her two weeks' leave to travel to New York.

"This was a significant contribution from CTMS because others in mental health services are in private practice and have to rearrange patient loads in order to respond," Ms. Smith says.

In New York City, the American Red Cross set up a variety of services for those affected. Many were without shelter because their apartments were inaccessible due to safety and security reasons. Her primary role is to provide mental health counseling, but in New York City she did many things.

"It is important to take care of the responders, fire fighters, and police officers," she says. "We are there to make sure rescuers get that cup of coffee and sandwich, as would anyone else. In New York City, mental health needs of the responders were multiplied by the fact that they knew many of their colleagues had been killed or injured. When responders know the victims, it causes them to react differently and we are there to make sure the stresses and strains are being addressed. We assist through counseling, direct intervention, education, and occasionally with the interjection of humor."

A Nashville apartment fire in 2001 was a tragedy that also required Ms. Smith's presence. More than 150 people, mostly elderly, were displaced. They were without essentials such as medications, dentures, glasses, and oxygen equipment, and the American Red Cross came to the rescue by reconnecting or replacing these things.

CTMS is a contract research organization providing clinical trial management, data management, and quality assurance services to the pharmaceutical/biotechnology industries. CTMS employs 133 people, with offices in Bristol, and Winston-Salem, N.C.



Beth Smith was the recipient of the American Red Cross' top award — the 2002 National Disaster Services' volunteer.

DAQ 100 companies. He also was executive director for Research Holdings and a stockbroker for Drexel Burnham Lambert.

Mr. Rathjen received a bachelor's degree in political science from the University of California, Los Angeles, and attended the graduate school of business at Santa Clara University. He has been a member of the National Investor Relations Institute for 16 years.

Specialty POOL

Kip **FREY**

Terrance G. **MCGUIRE**

Gregory J.

MOSSINGHOFF

Dr. W. Leigh **THOMPSON**

Inspire Pharmaceuticals Selects
President, Appoints New Board
Chairman and Member

Inspire Pharmaceuticals Inc., which discovers and develops new drugs to treat diseases characterized by deficiencies in the body's innate defense mechanisms of mucosal hydration and mucociliary clearance, as well as other non-mucosal disorders, has promoted Gregory J. Mossinghoff to president. In addition, the company has appointed W. Leigh Thompson, M.D., Ph.D., D.Sc., to chairman of the board of directors, replacing Terrance G. McGuire of Polaris Venture Partners, whose term has expired, while Kip Frey has been elected to the board.

Mr. Mossinghoff, 41, previously was senior VP and chief business officer. He continues to report to Christy Shaffer, Ph.D., CEO of Durham, N.C.-based Inspire, whose role in the company remains unchanged.

Mr. Mossinghoff continues to oversee corporate development, finance, strategic planning, and operations, and serves as secretary and treasurer for the company. In addition, he oversees the development of commercial operations for Inspire at the appropriate time.

Mr. Mossinghoff has 14 years experience in the pharmaceutical industry, including positions of increasing responsibility at Roche Holding Ltd. and Glaxo Wellcome Plc. He received a B.A. in economics from the University of Virginia, Charlottesville, Va., and a MBA in financial management and analysis from George Mason University, Fairfax, Va.

"Mr. Mossinghoff has made major contributions to Inspire since joining us, particular-

ly in the areas of strategic planning and business development," Dr. Shaffer says. "This promotion reflects both the increased responsibilities that he has taken on since our initial public offering as well as the role that he will assume in building a commercial infrastructure when the timing is right to do so. Greg and I have worked closely together since 1998, and our styles and skills are very complementary. Together we will capitalize on our areas of expertise to move Inspire forward."

Dr. Thompson, who retired from Eli Lilly and Co. where he served as chief scientific officer and as a member of the management committee, has served on Inspire's board since 1996. He has had a distinguished career in both academic medicine and the pharmaceutical industry and is a noted expert in drug development.

Dr. Thompson has published extensively, particularly in the area of critical-care medicine, and is a member of numerous corporate, academic, scientific, and civic boards.

Mr. Frey is currently a professor of the practice in entrepreneurial management and law at Duke University, with joint appointments from the Fuqua School of Business and Duke Law School.

Before joining the company, he was VP and general manager of dynamic commerce applications for Siebel Systems Inc., formerly OpenSite Technologies Inc., an Intersouth portfolio company.

"We are delighted with the appointment of Dr. Thompson to chairman," Dr. Shaffer says. "He is highly respected in the pharmaceutical industry and his wealth of experience has been invaluable to us. We are also very pleased that Kip Frey is joining our board. Mr. Frey's experience and reputation in effectively managing and growing entrepreneurial businesses will be of great benefit to us as we continue to grow our pipeline and expand our technology."

Mr. McGuire, whose term as chairman of the board has ended, was one of Inspire's founders and has served as chairman of the board of directors since its inception. Mr. McGuire is a founding general partner of Polaris Venture Partners, and a general partner of Burr, Egan, Deleage & Co. and Beta Partners.

"Mr. McGuire provided very effective leadership, and we are grateful for his steadfast support and guidance over the past seven years," Dr. Shaffer adds.

Mark D. **PERRIN**

Orphan Medical Taps Experienced
Manager as Executive VP, Chief
Commercial Officer

Mark D. Perrin brings extensive management experience in pharmaceuticals, biologi-

cals, OTCs, and generics to the position of executive VP, chief commercial officer, of Orphan Medical. Mr. Perrin also serves as a member of the management team and leads the commercial activities of the company as well as the business development function.



Orphan Medical, Minnetonka, Minn., acquires, develops, and markets pharmaceuticals of high medical value for inadequately treated and uncommon diseases treated by specialist physicians.

Most recently, Mr. Perrin was executive VP, commercial operations, at COR Therapeutics. He has held numerous sales and marketing positions in the pharmaceutical industry including VP, marketing and sales, at Burroughs Wellcome Co. and VP and general manager at Lederle Laboratories. Mr. Perrin earned his B.S. from Fordham University and holds a master of management degree from the Kellogg Graduate School of Management, Northwestern University.

"I expect Mark to add considerable value to the company as we expand," says John Bullion, Orphan Medical CEO. "Orphan Medical is at a pivotal point in its growth and Mark's extensive experience will be important in ensuring that we reach our goal of becoming a leading specialty pharmaceutical company."

Drug Discovery/ Development POOL

Dr. Robert **BERGSTROM**

Lori **FEEHAN**

Dr. Richard **KENLEY**

Dr. Michael **ZHOU**

Magellan Laboratories Selects
Director of Research & Bioanalytical
Division, VP of Business
Development

Magellan Laboratories, a full-service contract pharmaceutical development organization, has appointed Michael Zhou, Ph.D., as director of its research and bioanalytical division, which designs programs to identify new efficacious and safe compounds and provides bioanalytical support to all phases in the dis-



covery and development of new drugs.

Dr. Zhou has an extensive, combined background in pharmaceutical, clinical, and food product research and development, and more than 20 years of analytical chemistry experience. His expertise and leadership spans liquid chromatography and tandem mass spectrometry technology to drug metabolism and pharmacokinetics as well as other areas of bioanalytical support.

"Michael's expertise and broad experience enhances our effectiveness to provide bioanalytical support to preclinical and clinical programs," says Dr. Tony Chilton, VP of research and bioanalytical laboratories.

Dr. Zhou comes to Research Triangle Park, N.C.-based Magellan from Ortho-Clinical Diagnostics, a Johnson & Johnson company, where he was the group leader of bioanalytical research and development.

Specializing in chemistry, Dr. Zhou earned his doctorate degree from the University of Delaware and his master's degree from the University of Hawaii at Manoa. He received his bachelor's degree in analytical chemistry from East China University of Science and Technology.

Separately, Lori Feehan has been named as VP of business development. Ms. Feehan, who is based in Magellan's new Somerset, N.J. facility, leads the sales groups for Somerset, Research Triangle Park, and Albuquerque, N.M.

By fully leveraging Magellan's capabilities with Cardinal Health and vice versa, Ms. Feehan can identify and capture opportunities for clients requiring the full spectrum of drug-development services.

During the past year, Ms. Feehan served under Cardinal Health's Pharmaceutical Technologies and Services Commercial Development (PTSC) group as VP and project consultant. Ms. Feehan collaborated with the Pharmaceutical Technologies & Services (PTS) business units and account development team to secure formulation and development agreements. Before Cardinal, Ms. Feehan was with Pfizer/Warner-Lambert as VP and general manager of North America Schick. She also was the VP, global category director of upper respiratory brands, where she was involved in accessing Phase I/II prescription compounds for in-licensing.

Ms. Feehan earned her bachelor's degree in economics and American studies at Douglass College and her MBA in marketing/finance at Ruers University.

In internal promotions, Richard Kenley, Ph.D., has been named executive VP, and Robert Bergstrom, Ph.D., has been named VP at the biotechnology facility located in San Diego.

Dr. Kenley was formerly a senior VP at Magellan, formerly known as Magellan Laboratories and now owned by Cardinal Health, and continues to manage the San Diego facility with added responsibilities that include directing the operations of the research and bioanalytical division, and the pharmaceuticals division, which are based in Research Triangle Park, and overseeing Cardinal Health's pharmaceutical development facility in Albuquerque.



Also increasing his role in pharmaceutical development, Dr. Bergstrom is charged with facilitating product development for clients and enhancing collaboration between numerous service and capability offer-

ings at Magellan.

As the former executive director of pharmaceutical development at Magellan's biotech facility, Dr. Bergstrom facilitated growth in his division, from its inception to attaining a premiere status within the company.

Frank **CASIERI**

Richard **STAUB**

PPD Promotes Business

Development Leader to Senior VP Position

PPD Inc., a leading global provider of discovery and development services and products for pharmaceutical and biotechnology companies, has promoted Richard Staub to senior VP of global business development as Francis ("Frank") Casieri retires from the position.

Mr. Staub, 39, joined PPD in January 1997 as director of business development and in January 2000 was named VP of business development for the Americas, with responsibility for the Phase II-IV business development organization.

Before coming to PPD, Mr. Staub served nine years in various roles in sales, market research, and product management at Zeneca Pharmaceuticals.

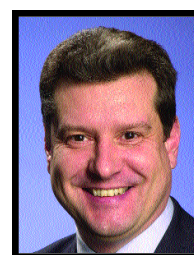
Mr. Casieri, 59, served as director of marketing and sales at PPD from 1991 to 1994 before leaving the company to pursue other opportunities. He returned to PPD in September 1999 as VP of business development for the Americas, and was promoted to senior VP of global business development in December 1999.

"Frank has done an outstanding job in his role of directing our business-development efforts, helping to grow our company's net revenue by 43% over the past two years," says Fred Eshelman, CEO of Wilmington, N.C.-based PPD. "Knowing that Frank planned to

retire within a few years of his return to PPD, our succession plan allowed him and Richard to work closely together. We are grateful for Frank's leadership and all of his accomplishments for PPD, and wish him well in his retirement. We look forward to continuing our success with Richard at the helm of our business development efforts."

Dr. Neil **COOK**

PerkinElmer Appoints VP to Oversee Company's Global Life Sciences R&D



PerkinElmer Inc., a leading provider of drug discovery, life-science research, and clinical screening technologies and services, has appointed Neil Cook, Ph.D., to the newly created position of VP of global

research and development and chief scientific officer for PerkinElmer Life Sciences.

In this position, Dr. Cook is responsible for integrating and leading PerkinElmer Life Sciences' R&D efforts globally, while also guiding the strategic execution of the organization's technology development efforts.

"Neil brings to PerkinElmer a rare combination of international research and development, business development, and management skills developed through more than 20 years of life-sciences industry experience in Europe and the United States," says John Engel, executive VP of Wellesley, Mass.-based PerkinElmer Inc., and president of PerkinElmer Life Sciences. "We are extremely pleased to have someone of Neil's caliber on board, bringing a breadth and depth of leadership and technical skills to PerkinElmer Life Sciences."

Dr. Cook comes to PerkinElmer after a 15-year career at Amersham Biosciences, where he had been responsible for leading many of that company's most successful acquisitions and technology developments.

Most recently, Dr. Cook served as VP of corporate development, leading the long-term strategic planning of business and technology development. As Amersham's senior VP of drug discovery, he led four business organizations — genomics, proteomics, drug discovery, and bioinformatics — where he was responsible for global marketing, business strategy, and the overall performance of the product lines.

Among his many accomplishments was the coordination of a cross-disciplinary effort of a number of Amersham's leading scientists, culminating in the development of the highly successful Scintillation Proximity Assay (SPA), Cytostar, and Leadseeker technologies. He also was responsible for developing a vari-

ety of high-throughput enzyme, receptor, and cell-based assays for drug screening. In 1997, Dr. Cook and his research and development team were awarded the prestigious U.K. Queen's Award for Technological Achievement in recognition of the development of the Scintillation Proximity Assay and Cytostar-T technologies.

Dr. Cook holds a Ph.D. in biochemistry from the University of London, Kings College, and has completed post-doctoral training in cancer research at the Clinical Research Center in the U.K. He has authored or co-authored more than 30 papers in life-science research, and has appeared as a featured speaker at several of the industry's most prestigious drug-discovery and screening technical conferences. In addition, Dr. Cook has filed for a number of technical patents relating to biochemical processes and assay technology.

Dr. Mary F. **JOHNSON**

Michael E. **LAIRD**

Dr. John R. **REDMAN**

Michael B. **STIEBER**

Dr. Ann **SYSEL**

PharmaNet Promotes Senior VP, Biostatistics Worldwide, Selects Two Oncologists for Industry Recognized Division, Appoints Global Business Development Leader and Director of Neuroscience Operations

PharmaNet, an international drug development company, has promoted Mary F. Johnson, Ph.D., to senior VP, Biostatistics Worldwide.

Dr. Johnson is one of the founders of PharmaNet and was most recently VP, biostatistics, and is a member of the PharmaNet executive committee. Dr. Johnson continues to manage statistical analysis and programming activities and provide statistical consulting services to PharmaNet's clients.

Before joining PharmaNet, Dr. Johnson served as a statistical consultant in the pharmaceutical industry for more than 14 years, advising healthcare clients on both statistical and regulatory aspects of clinical-development programs.

She also spent eight years at the Food and Drug Administration's Center for Drug Evaluation and Review (CDER) as a group leader and statistical reviewer in the Division of Biometrics.

"Dr. Johnson has built one of the best biostatistical departments in the industry," says Jeffrey P. McMullen, chief operating officer of

Princeton, N.J.-based PharmaNet. "She is highly regarded by colleagues, and clients alike. We are very proud of Mary and wish her much continued success."

Dr. Johnson received her bachelor of science degree in mathematics from Tufts University, and later acquired her master of public health in epidemiology and doctorate in biostatistics from Yale University. She has authored and co-authored numerous articles that have appeared in peer-reviewed journals.

In addition, Dr. Johnson has delivered many presentations on topics ranging from the relationship between cancer and radiation exposure, to statistical analyses and strategies for clinical trials.

In other news, the international drug-development company has added two oncologists to its growing oncology division.

Since its inception in January 1999, the PharmaNet oncology division has established a reputation as one of the industry's premier resources for conducting global oncology-related clinical trials. Building on this success, PharmaNet has hired John R. Redman, MBA, FACP, and Dr. Ann Sysel, both of whom are based in the company's main office in Princeton, N.J.

Dr. Redman, senior medical director of oncology, medical, and scientific affairs, is a board-certified hematologist and oncologist. Dr. Redman has more than 22 years of experience, including 13 years of clinical experience at Memorial Sloan-Kettering Cancer Center in New York and M.D. Anderson Cancer Center in Houston. Additionally, Dr. Redman has nine years of experience in the pharmaceutical industry, primarily at Wyeth-Ayerst where he supervised global clinical research programs.

Dr. Sysel, medical director of oncology, medical and scientific affairs, is board-certified in internal medicine and medical oncology, with experience in preclinical and clinical research. Before joining PharmaNet, Dr. Sysel was VP of medical services at Response Oncology Inc. Dr. Sysel's areas of expertise include medical oncology and hematology. She has additional training in epidemiology and autologous stem-cell transplantation, among other areas.

"We are pleased to welcome Drs. Redman and Sysel to our medical and scientific affairs team," says Dr. Jeffrey Freitag, senior VP of medical and scientific affairs. "John and Ann are excellent additions to a professional staff of doctors who are dedicated to our clients' clinical development efforts."

In a separate announcement, PharmaNet has appointed Michael E. Laird, R.Ph., as VP of worldwide business development.

Mr. Laird has more than 20 years of relevant

pharmaceutical and contract-research industry experience. Before joining PharmaNet, Mr. Laird was VP of new business development with Kendle International where he was responsible for the organization, development and management of the company's sales effort.

"Michael has the experience and necessary skills to lead the PharmaNet business development initiative," says Mr. McMullen. "Michael shares our commitment to client satisfaction and will work closely with all appropriate parties to deliver the highest possible level of client satisfaction."

Mr. Laird is a registered pharmacist. He attended the Clinical Pharmacy Program at Washington University and received his B.S. in pharmacy from St. Louis College of Pharmacy in St. Louis.

In addition, PharmaNet has appointed Michael B. Stieber as director of neuroscience operations.

Mr. Stieber, who is based in the company's San Diego office, has more than 12 years of contract research industry experience. Before joining PharmaNet, Mr. Stieber was a program director with CroMedica and also held senior-level positions with Quintiles CNS Therapeutics where he specialized in a wide range of CNS studies.

"We are very pleased to welcome Michael to the PharmaNet CNS division," says David Hauser, Ph.D., senior director of clinical neuroscience operations and medical affairs. "Michael has led a wide range of psychiatric and neurological studies throughout his career and has experience in overseeing projects from IND to NDA."

Drug Delivery **POOL**

Dr. Donald E. **MOREL** Jr.

West Pharmaceutical Services Promotes Key Executive to CEO Position

West Pharmaceutical Services Inc., which applies proprietary technologies to enhance the effective administration of pharmaceutical and healthcare products, has promoted Donald E. Morel Jr., Ph.D., 44, to CEO. Dr. Morel has served as West's president and chief operating officer since May 2001 and retains the title of president.

Dr. Morel succeeds William G. Little, who will continue as chairman until his retirement in the spring of 2003. Mr. Little, who joined West as CEO in 1991, plays a continuing role in the company's business planning process,



assists with management transition issues, and devotes time to specific projects assigned by the company's board of directors.

Dr. Morel began his career at Lionville, Pa.-based West in 1992 as VP of scientific services, responsible for global research and development activities. Subsequently he held a number of key executive positions. From 1998 to 1999 he served as group president in charge of worldwide operations for the company's core components business. In 1999, he was appointed division president of drug delivery systems, and in May 2001 became president and chief operating officer. Dr. Morel was elected to the company's board of directors in March 2002.

Mr. Little says, "West Pharmaceutical Services is now well-positioned to become a leading drug-delivery company. I have every confidence that Don and the management team will effectively execute our corporate strategy and bring value to our shareholders."

Emerging POOL

Frank **BAMBAROLA**

Timothy **MCKINLAY**

Protarga Announces Additions in Oncology and Clinical Development



Moving to progress its product pipeline, Protarga Inc. has appointed Frank Bambarola to the position of VP of oncology, and Timothy McKinlay to the position of senior director of clinical operations.



Mr. Bambarola is charged with leading Protarga's efforts to establish strategic collaborations and pursue the global registration and commercialization of the company's oncology drugs. Initially, his focus will be on Taxoprexin Injection, Protarga's lead Targaceutical product candidate for the treatment of certain cancers.

Mr. Bambarola reports to Nigel Webb, Ph.D., chairman, president, and CEO of Protarga, based in King of Prussia, Pa. Mr. McKinlay is responsible for directing clinical operations and reports to Lee Schacter, M.D., Ph.D., senior VP of clinical development.

Protarga is a clinical stage pharmaceutical

company that is developing new drugs for the treatment of cancer, CNS disorders, and infectious diseases. Protarga's product candidates employ the company's proprietary Targaceutical platform technology, which entails chemically linking a specific fatty acid molecule to a pharmaceutical agent. The fatty acid acts as a targeting vehicle, or vector, to increase drug uptake by the cells intended for treatment and to sustain a localized therapeutic concentration in those cells for longer periods.

"We are pleased to welcome Frank and Tim to Protarga," Dr. Webb says. "They will play key roles in the continued progress of our Taxoprexin program from its current Phase II clinical status and in drug-development decisions regarding other compounds entering clinical studies."

Mr. Bambarola joins Protarga with more than 20 years of experience at Bristol-Myers Squibb in its oncology/immunology division, where he held a variety of positions in medical and regulatory affairs, business development, and marketing.

Most recently, he held the position of associate director of medical affairs. While at Bristol-Myers Squibb, Mr. Bambarola was directly involved in the registration and launch of several drugs and various licensing transactions.

Before joining Protarga, Mr. McKinlay held the position of contract clinical-research manager at AstraZeneca and was responsible for the overall global clinical operations for two anti-angiogenesis product candidates for the treatment of cancer. Previously, Mr. McKinlay was contract senior clinical scientist at Bristol-Myers Squibb.

Supplier POOL

Paul **MIGNON**

Ventiv Health US Sales Names Senior VP, Business Development and Marketing

Ventiv Health, a leading provider of comprehensive marketing and sales solutions to the pharmaceutical and life-sciences industries, names Paul Mignon as senior VP, business development and marketing, Ventiv Health US Sales.

Mr. Mignon's extensive pharmaceutical experience includes more than 12 years with Johnson & Johnson, most recently as director of sales at Ortho Neutrogena Inc. Mr. Mignon also has held senior positions at Ortho Dermatological where he also served as a board member. He earned a B.A. in history and economics from Lafayette College.

"We are very pleased that Paul will lead this critical position at Ventiv Health US

Robert A. **LOBOSCO**

LifeSpan BioSciences Names Former Leader in Merck's Global IT Organization as Chief Information Officer

LifeSpan BioSciences Inc., a world leader in the emerging fields of molecular pathology and tissue proteomics, has selected Robert A. LoBosco as VP and chief information officer. Mr. LoBosco, who most recently was the VP of software engineering at Hotjobs.com, worked from 1997 to 1999 as a senior leader in information technology at Merck & Co., where he led global initiatives to streamline that company's business-critical IT infrastructure.

"We are delighted to gain an IT executive with the substantial pharmaceutical and scientific computing background of Robert LoBosco," says Joseph Brown, Ph.D., president and CEO at Seattle-based LifeSpan. "His firsthand understanding of the IT needs of major pharmaceutical research firms will help us continue to augment the value of our offerings."

Before joining Merck, Mr. LoBosco ran a software consulting company that developed satellite software systems for NASA and the Department of Defense, including work on a Mars orbiter, from 1990 to 1997. His career in software engineering started at Sikorsky Aircraft where he developed battleground simulation software for U.S. Army attack helicopters. Mr. LoBosco received a B.S. in computer engineering from the University of Bridgeport, Conn.

Sales," says Terry Herring, president, Ventiv Health US Sales. "His depth and breadth of experience further strengthens Ventiv's ability to provide the highest quality service in the industry."

Service POOL

Greg **AMAROSO**

Jason R. **EPSTEIN**

Jennifer **LINDEN**

I-SITE Adds to Team Amid Continued Growth

As it continues to grow, I-SITE, an Internet development and consulting firm specializing in the online marketing of products for healthcare, pharmaceuticals, and consumer

products, has appointed Jason R. Epstein as senior strategist.

Mr. Epstein leads the development of brand strategies for new and existing clients. He also assists in the formulation of strategies for I-SITE's new products, services, and ventures.

Before joining I-SITE, Mr. Epstein was principal consultant with Epstein Consulting, where he provided management consulting, strategic analysis, and e-business planning services to Fortune 500 and growth-oriented companies. Mr. Epstein holds a bachelor of fine arts degree from New York University.

The company also welcomes Jennifer Linden, senior interactive designer, and Greg Amaroso, programmer, to the company.



In her position as senior interactive designer, Ms. Linden is responsible for overseeing all client-design projects. Before joining Philadelphia-based I-SITE, she was an interactive designer at CD Now and Qwest Interactive, as well as a graphic designer at Discmakers and Philadelphia City Paper. Ms. Linden is a graduate of the University of the Arts.



Mr. Amaroso is responsible for Web application and database development, as well as server administration. Before this position, he worked as a programmer for the Department of Commerce in Washington, D.C., Mr. Amaroso graduated from The Pennsylvania State University.

"This is an exciting time of growth for I-SITE," says Ian Cross, CEO of I-SITE. "We are pleased to add to our team of Internet professionals whose combined skills and experience will help us continue to deliver creative, cost-effective Internet marketing solutions for our clients."

Robert A. CECERE

MDchoice Selects Proven Achiever to Head Sales and Marketing



MDchoice Inc., a leading provider of medical and health information on the Web, has appointed Robert Cecere to the position of executive VP of sales and marketing.

Mr. Cecere, who joined the company in early 2000 as VP of sales, is responsible for the overall sales management and marketing of MDchoice, including introducing and expanding new Internet-based e-learning

marketing programs to help pharmaceutical companies expand their reach to both health-care professionals and consumers.

"Bob's knowledge of both the Internet and pharmaceutical marketing, combined with his exceptional sales capabilities, has helped to drive the overall success and growth of the company," says Ash Nashed, M.D., CEO of Somerset, N.J.-based MDchoice. "In his two years with us, he has grown our client base to include eight major pharmaceutical companies representing a broad range of professional and consumer initiatives, while significantly increasing the company's revenue and profits."

Dr. Nashed adds that Mr. Cecere helped manage a smooth transition when the company acquired HealthScout.com and HealthCentral.com last year.

Before joining MDchoice, Mr. Cecere was senior VP of Physician's Online, one of the first and most successful Internet service providers for physician-only subscribers. He also spent three years at Formedic Communications, a company that develops and produces patient record and registration forms for physicians and consumers.

A graduate of the William Paterson University, Mr. Cecere holds a B.A. in business administration.

Dr. Douglas COWART

James R. KREJCI

Vincent S.

LAGROTTERIA

Medifacts International Announces Executive Appointments

Medifacts International, a global leader in the management of cardiovascular, renal, and pulmonary clinical development programs for the pharmaceutical, biotech, and medical-device industries, has announced several management changes.

Vincent S. Lagrotteria has been named executive director of sales and marketing, assuming global sales and marketing responsibilities for the company's two divisions, Clinical Research Services and non-invasive Core Laboratory Services. Mr. Lagrotteria will use his extensive experience in strategic planning and execution of strategic objectives to leverage Medifacts International's expertise in the cardiac space. Before joining Rockville, Md.-based Medifacts International, Mr. Lagrotteria was the executive director of business development for late-phase studies at Quintiles. While working at Quintiles in the capacity of senior director of business development for the medical-device division, he helped increase sales and proposals pending by 650% and increased the hit rate from 17% to 41%. Mr.

Lagrotteria holds a MBA from Loyola College of Maryland, with a concentration and honors in marketing.

James R. Krejci has been named as chief financial officer of Medifacts. Mr. Krejci assumes financial, legal, and administrative responsibilities for the company's global operations. Mr. Krejci has extensive experience in architecting firms in domestic and international markets, raising debt and equity, and building international alliances. With Burson-Marsteller, a consulting division of the WPP Group, Mr. Krejci led finance and operations for the Emerging Markets Group and was instrumental in expanding the division by 300% in three years. Mr. Krejci speaks German and Russian and holds a MBA in international finance from the American Graduate School of International Management-Thunderbird.

Douglas Cowart, Pharm.D., has been named as executive director and chief operating officer of Medical Therapeutics Consultants, a new venture affiliated with Medifacts International. MTC is a drug and medical-device consulting firm specializing in the strategic and regulatory support of product-development programs in the cardiac (non-interventional and interventional), renal, pulmonary, and neurological markets. In his new role, Dr. Cowart will lead a team of nationally recognized experts in regulatory science, medical therapeutics, intellectual property assessment, and venture capital funding. MTC will assist small to mid-sized drug-development firms reach optimal potential by leveraging their programs through the shortest and most economical pathways to market. Dr. Cowart has 25 years of experience in leading research programs in academia, industry and the contract service arena. Before this appointment, Dr. Cowart was the executive director of corporate development at Medifacts International. Dr. Cowart holds a Pharm.D. from the Medical University of South Carolina.

John M. DARCY

Gretchen L. JAHN

Aegis Analytical Names President and CEO and strengthens executive management team

Aegis Analytical Corp., a provider of software solutions and expertise for pharmaceutical and biotechnology manufacturers, has named John M. Darcy as president and CEO. The move strengthens Aegis' executive management team and enables Gretchen L. Jahn, one of Aegis' co-founders, to focus her energy on directing relations with customers, partners, and other external groups as Aegis extends its reach to additional key customers, as well as technical and business partners. Ms. Jahn serves as executive VP of corporate devel-

opment, while maintaining an active role as chairman of the board.

Mr. Darcy, who has served as an advisor to Aegis for the past three years, has more than 25 years of experience in management and leadership of Fortune 50 companies and start-ups. Previously, he was president and CEO at Avis Enterprises. Before that, he was VP and group general manager for three divisions at Carnation/Nestle, and senior director of marketing for Pillsbury.

Ms. Darcy helped launch Aegis' Discoverant, the only enterprise-wide solutions with a complete view of the manufacturing operations that provides direct, point-and-click access to data for quick translation into useable intelligence. The technology is used by such pharma companies as Aventis Pharma.

Bill ENGLE

TrialCard Selects Chief Information Officer to Respond to Clients' Needs

TrialCard Inc., a privately held transaction services company focused on the pharmaceutical industry, has appointed Bill Engle as VP and chief information officer of the company.

In this position, Mr. Engle is actively involved in aligning information technology with the corporate business plan, developing the infrastructure and system architecture, and communicating business rules and requirements to external/internal application developers.

Most recently, Mr. Engle held the position of director of commercial information management.

"Joining the TrialCard management team is a terrific opportunity," Mr. Engle says. "The company's business strategy is clearly striking a chord with pharmaceutical companies and other critical medical segments. My role is to ensure a service and results-oriented infrastructure that is responsive to business needs and changes in priorities."

"Bill's leadership and overarching vision for our data interface requirements has already made a measurable impact," says David Cunningham, CEO of Raleigh, N.C.-based TrialCard.

Lisa KINDIG

SMC Promotes Institute Director to Expand Qualitative Practice

Strategic Marketing Corp., which delivers customized programs of high-value strategic research to pharmaceutical and medical product companies, has named Lisa Kindig as VP of its Qualitative Institute. Ms. Kindig, the director of SMC's Qualitative Institute since 2000, has been instrumental in the expansion of the qualitative practice at SMC, including the development and implementation of innovative

research techniques including PharmaForum, an Internet-focused group discussion technique. She also has been responsible for the development of internal training courses.

Before joining SMC, Ms. Kindig served as senior project director and team leader for Harris Interactive's Qualitative Research Practice. She also founded her own service business and has instructed at Cornell University, University of Delaware, Fontbonne College, and Hope College.

"Lisa has made a valuable contribution to expanding SMC's qualitative capabilities over the past several years, leading the Qualitative Institute to new levels of innovation, expertise and, original thinking," says Bill McKenna, Ph.D., president and CEO of Bala Cynwyd, Pa.-based SMC, a NOP World Health company.

"She has developed a staff of excellent researchers who are respected within the industry," adds Terri Maciolek, Ph.D., senior VP of SMC.

Aaron LEVIN

Dr. Ryan NGUYEN

Jason RUSSO

Dr. Stephanie

SANSONI

Medicalliance Hires Manager of Scientific Affairs, Account Manager

Medicalliance Inc., a medical education agency, has brought on board four staff members — Ryan Nguyen, Pharm.D., in the capacity of manager of scientific affairs, Jason Russo as account manager, and Aaron Levin and Stephanie B. Sansoni, M.D., as medical writers/editors.

Dr. Nguyen provides scientific and clinical expertise, perspective, and direction to support the educational and promotional needs of Medicalliance's pharmaceutical industry partners. He also ensures the scientific accuracy and clinical appropriateness of tactical initiatives, and provides perspective on the healthcare audiences.

After completing his doctor of pharmacy at the University of Maryland, Dr. Nguyen served as the director of pharmacy for McKessonHBOC Medmanagement Med-LINK Hospital & Nursing Center in Washington, D.C. He also worked as the pharmacy operations manager at Holy Cross Hospital where he supervised 17 clinical pharmacists and 15 pharmacy technicians. As a director of pharmacy, Dr. Nguyen had the opportunity to establish pharmacy policies and procedures, manage medication use processes, and develop and implement hospital formulary.

Meanwhile, Mr. Russo brings more than

seven years of experience in the medical education and pharmaceutical industries to Columbia, Md.-based Medicalliance.

Previously, Mr. Russo was the program manager of Medical Economics Co. There, he managed the development and implementation of projects for various medical magazines and journals, including Medical Economics, JAAPA, and *Patient Care*. Within these roles, Mr. Russo organized CME and CE programs delivered via symposia, magazine supplements, and Webcasts.

Mr. Russo graduated from Kutztown University in Pennsylvania in 1994 with a B.A. in speech communication.

Mr. Levin is responsible for researching, writing, and editing a variety of medical education materials, liaising with authors and speakers, preparing speakers, and assuring scientific integrity in writing projects.

Mr. Levin, who received his M.A. in publication design from the University of Baltimore, has taught college-level photography and science-writing courses.

Dr. Sansoni works with physicians, nurses, and other health professionals on monographs, journal articles, and symposia programs, and assists with the production of educational and training programs. Licensed in Maryland, Dr. Sansoni is boarded in pediatrics. A fellow of the American Academy of Pediatrics, she is the author of numerous publications and presentations, most recently several chapters in the *Pediatric Clinical Advisor*.

Dr. Sansoni received her M.D. from the University of Pittsburgh School of Medicine in 1996. She completed her residency in pediatrics and adolescent medicine at the University of Rochester School of Medicine. She then spent a year as pediatric chief resident. Before joining Medicalliance, Dr. Sansoni was a member of a group pediatric practice in Towson, Md.

Stephen GERARD

Robert REBAK

SimStar Announces Management Reorganizations

David Reim, founder of SimStar Internet Solutions, a provider of Internet-based marketing solutions for the pharmaceutical industry, announced an executive management reorganization.

"This reorganization will place key deci-





sion-makers at SimStar in roles that will support the winning combination of innovation, strategy, and delivery that SimStar has become known for," Mr. Reim says.

Robert Rebak assumes the role of president of SimStar Internet Solutions, Princeton, N.J. Mr. Rebak is charged with the overall success of the business, and his primary responsibility is to determine which strategic company investments will continue to deliver



outstanding value to SimStar's clients and their end customers over the longer term.

"Rob and I have great history," says Mr. Reim, who remains the company's CEO. "We go back to 1996, early on in SimStar's time as the Internet agency of record for Claritin. Rob was our client at Schering-Plough, and our success there was the beginning of our rapid rise to prominence. Since early 1999, Rob has been a partner and board member at SimStar, and a driving force behind our success in the industry. His broad pharmaceutical background has enabled his understanding of how the Internet fits and continues to grow in importance in the pharmaceutical marketing mix. He is the right person to enable and communicate our corporate mission of helping our pharmaceutical clients optimize the relationships with their customers through a motivating online experience."

Mr. Rebak reflects on a key reason for this management reorganization, "With this change, Dave plans to relinquish many of the business decisions and give himself the space to focus on the future of e-health. He's been an incredibly articulate voice for the promise of interactive healthcare, but as we've grown, the demands of the business have started to take time away from his core competency of innovation."

The additional executive change places the responsibility of company operational effectiveness with Stephen Gerard.

Before joining SimStar two years ago as senior VP, commercial operations, Mr. Gerard spent seven years at IMS Health in management roles such as VP of account management and group director of the IMS technology consulting group.

Jeffrey **SPRINGER**

Former Senior FDA Official Joins Kendle Subsidiary AAC Consulting Group

Former senior Food and Drug Administration official, Jeffrey Springer joins AAC Con-

sulting Group — the regulatory/validation consulting subsidiary of full-service contract research organization Kendle International Inc. — as senior consultant and special counsel to the president.

Mr. Springer will provide strategic regulatory compliance advice to clients on matters related to FDA regulations.

"Jeff's FDA experience and pharmaceutical industry background are a great asset to Kendle and AAC as we continue to focus on expanding our regulatory consulting business," says Dr. Candace Kendle, chairman and CEO of Cincinnati-based Kendle. "Jeff will play an important role in our efforts to help pharmaceutical companies comply with FDA regulatory standards governing new drug development and manufacturing."

Mr. Springer brings to AAC more than 30 years experience as an attorney in the FDA Office of Chief Counsel. He most recently was senior advisor to the chief counsel and before holding that position served 20 years as deputy chief counsel. In these positions, he provided legal and regulatory advice to FDA senior management covering the full range of FDA-regulated products and a wide variety of legal and regulatory issues and situations.

Mr. Springer earned his law degree from Georgetown University Law Center and a B.A. from George Washington University.

Lyn **WIESINGER**

IMS Selects Industry Veteran as Senior VP of U.S. Marketing



With responsibility for marketing initiatives, product introductions, and brand management activities in the U.S., Lyn Wiesinger joins IMS Health as senior VP of U.S. marketing.

Ms. Wiesinger's pharmaceutical industry career spans more than 20 years, including senior marketing and product management roles at Pfizer, Rhône-Poulenc Rorer, and Bristol-Myers Squibb. Most recently, she served as managing director of Strategic Designs LLC, an independent consulting firm, where she worked on marketing and business strategies for a variety of pharmaceutical and venture capital clients.

"As IMS drives growth through greater innovation, responsiveness, and customer focus, Lyn is the ideal executive to lead our U.S. marketing operation," says Gary Noon, president of Fairfield, Conn.-based IMS, a leading provider of information solutions to the pharmaceutical and healthcare industries. "Her proven marketing leadership skills and extensive understanding of the pharmaceutical industry — coupled with a track record of suc-

cess in product introductions, business development, and innovative branding initiatives — will enrich our organization."

Before joining Strategic Designs, Ms. Wiesinger served as VP of U.S. cardiovascular marketing for Bristol-Myers Squibb, following her previous position there as VP of global marketing, infectious diseases. In these roles, she led the development of new portfolio and marketing strategies, licensed and launched new compounds and strengthened organizational effectiveness.

Ms. Wiesinger is based in Plymouth Meeting, Pa. She holds a B.A. in psychology from the University of Pennsylvania and a MBA in marketing and strategic planning from The Wharton School at the University of Pennsylvania.

William **WILSON**

M2 Communications Taps Pharmaceutical Executive as VP of Client Services

Culminating 15 successful years of sales, marketing, and meeting management in the pharmaceutical industry, William Wilson joins M2 Communications Inc., a medical communications company based in Jersey City, N.J., as VP of client services. M2 Communications is a leader in the tactical development of innovative, high-impact medical education programs for the pharmaceutical industry. In his new position, Mr. Wilson consults with pharmaceutical clients to determine their communications needs, and design customized solutions using new, traditional, and live media. Communications services range from video, symposia, monographs and custom publications to cutting-edge electronic initiatives such as interactive media. Mr. Wilson also supports business development and the salesforce.

Mr. Wilson has held positions at leading pharmaceutical companies, including Merck, Aventis, and Wyeth-Ayerst. For the past five years, he was with Merck & Co., most recently as associate director, respiratory marketing. In this capacity, he managed advocacy development with leading physicians, professional, and patient organizations in the respiratory field to promote Singulair, Merck's market-leading drug for asthma. He also had responsibility for publication planning, medical education/CME projects, physician advisory boards, and overseeing field resources.

At Aventis (then Rhône-Poulenc Rorer), he held positions as marketing product manager, area sales manager, and regional sales training specialist. Before Rhône-Poulenc Rorer, Mr. Wilson was a professional sales representative for Wyeth-Ayerst. He holds a master of science degree from Ohio University and bachelor of science degree from Wright State University.

Media POOL

Jamie **BLOCHER**

Jon **HAGGERTY**

MD net guide Hires Two New National Accounts Managers

MD net guide, which integrates both electronic and print media to provide physicians with user-friendly access to online medical content, has hired two new national accounts managers.

Jamie Blocher comes to *MD net guide* from Primedia Publishing's Internet division. Before Primedia, Mr. Blocher worked for Primary Knowledge, a Web analytics firm. He graduated with honors from the School of Business at the State University of New York at Albany.

Jon Haggerty has three years experience as a sales consultant within the cardiovascular division of Novartis Pharmaceuticals. He holds a B.S. in business administration from Kutztown University with a concentration in management and marketing.

MD net guide, Plainsboro, N.J., is the flagship publication of Intellisphere LLC.

Kyle Marie **CERVONE**

Cheryl **CLAYTON**

Alefiyah **DANISH**

Susan R. **GRIMES**

Dr. David **HARTREE**

Jeffrey **MUFSON**

Dr. Cedric **O'GORMAN**

Mark **SCHAFFER**

Tim **SCHUH**

Thomson Physicians World Cements Expansion With Staff Appointments

Thomson Physicians World, which recently announced a relocation, has added several staff to its business.

New account management appointments at the company include Cedric O'Gorman, M.D., as associate medical director for the Strategic Solutions group, and Susan R. Grimes, NP, as director, account management, for the GeoMed Global Communications

group. Dr. O'Gorman previously was an associate in the department of information services and later in the department of scientific services at Phase Five Communications, where he was actively involved in the research and execution of marketing programs for numerous pharmaceutical companies.

Dr. O'Gorman brings to PW significant expertise in strategic product marketing in such areas as diabetes, heart disease, obesity, and HIV.

Ms. Grimes formerly was director of client services at Galen.

Among new program and speakers bureau staff are, Jeffrey Mufson, previously director of customer service at Exario Networks, who joins the company as account director.

Kyle Marie Cervone, formerly marketing manager at Pharmedica Communications LLC, joins GeoMed Global Communications group as program director.

Also at the company, Alefiyah Danish, formerly a program manager at Paraxel, joins PW as a program manager.

PW also has made several editorial appointments recently. David Hartree, Ph.D., is a medical writer for the company's GeoMed Global Communications group.

Cheryl Clayton, senior editor, comes to PW from Bimark Medical Communications. Previous to joining PW, Ms. Clayton was an editor for managed healthcare, pharmaceutical, and continuing education programs and publications.

Among key promotions, Tim Schuh, has been named director of program management for PW's GeoMed Global Communications group.

Mr. Schuh, who was group program director, leads the entire program group and is responsible for developing program procedures at GeoMed.

Before this appointment, Mr. Schuh served as interim CME director Professional Postgraduate Services, and his most recent experiences include implementation of the 2nd International Congress on Immunosuppression and men's health initiatives in the areas of erectile dysfunction and benign prostatic hyperplasia.

In a separate announcement, PW has selected Mark Schaffer, EdM, as one of two chief accreditation surveyors appointed by the Accreditation Council for Continuing Medical Education. Mr. Schaffer is VP of continuing medical education for PW's ACCME-accredited division, Professional Postgraduate Services.

The chief surveyor role was created by the ACCME to support its 100 volunteer surveyors. Mr. Schaffer works closely with the ACCME staff to integrate new policies and programs, improve the accreditation process, and help train its surveyors.

Before joining Physicians World, Mr.

Schaffer was executive director for continuing medical education at the University of Medicine and Dentistry of New Jersey. He has been an ACCME accreditation surveyor for seven years, is a member of the ACCME "Essentials" workshop faculty, and was formerly a member of the ACCME's Monitoring Committee.

Phyllis **HASSARD**

Dennis **O'NEILL**

Thomson Medical Economics Promotes Executive to VP of Industry Relations and Appoints Marketing Director

Thomson Medical Economics has promoted Phyllis Hassard to VP of industry relations within the Medical Education and Communications Group, and has appointed Dennis O'Neill as senior director of marketing and brand management at MECCG.

Ms. Hassard began her sales career with Medical Economics in 1976 when she became the first woman to be appointed to a sales position. She quickly established a standard for sales professionalism with an emphasis on customer relations and service. Since then, she has served as accounts manager and national accounts manager for a number of Thomson Medical Economics titles, including *Drug Topics* and *Patient Care*.

Last February, Ms. Hassard was promoted to director of industry relations in recognition of her unsurpassed network of client relationships.

Ms. Hassard's dedication and commitment has led to more than 25 years of outstanding sales achievement including numerous accolades.

In 1993, she was honored as Advertising Sales Representative of the Year by the Association of Medical Publishers. Ms. Hassard was the first recipient of the Dick Cenar Award in 1999, Thomson Medical Economics' highest sales award.

In 2000, the Healthcare Businesswomen's Association named her their rising star for accomplishments that make a difference in the industry and inspire others.

"Phyllis Hassard is a special person who has long been regarded as a pioneer within this organization and our industry at large," says Terrence W. Meacock, senior VP at Montvale, N.J.-based MECCG. "Her efforts have enabled us to position ourselves to better meet the ever-changing needs of our customers. Her latest promotion is recognition of the importance of the role she plays."

Separately, Mr. O'Neill is responsible for circulation, research and promotion, and the overall brand management of the specialty

magazine group, including *Contemporary OB/GYN*, *Contemporary Pediatrics*, *Contemporary Urology*, *JAAPA*, The Business & Health Institute, and patientcarenp.com.



Before joining Thomson Medical Economics, Mr. O'Neill was publisher of *Editor & Publisher* magazine, the leading trade publication in the newspaper industry, where he managed three print publications, various conferences (including the Interactive Newspaper Conference) and the Website.

Mr. O'Neill earned a B.S. degree in accounting from Marist College. He is a member of the advisory board of the Communications School of Marist College.

Kenneth D. WATKINS

Clinicians Group Promotes Award-Winning Sales Representative to Associate Publisher



The Clinicians Group, a Jobson company, has promoted Kenneth D. Watkins III to the position of associate publisher of *BMJ USA* and both the Primary Care and Gynecology editions of *Women's Health in Primary*

Care.

Mr. Watkins, a past winner of the Association of Medical Publications' Sales Representative of the Year award, joined the Clifton, N.J.-based company in 1998 as the advertising sales representative for *Women's Health in Primary Care* and was subsequently promoted to the position of national sales manager in 2000.

In addition to playing a key role in the growth of *Women's Health*, Mr. Watkins has taken a lead role in the successful launches of both *BMJ USA* and *Women's Health in Primary Care—Gynecology Edition*.

In this new position, he is responsible for both the day-to-day sales and marketing activities for all three publications.

Women's Health in Primary Care, launched in 1998, provides information on the wide spectrum of disorders affecting women.

BMJ USA is a monthly evidence-based journal distributed to 95,000 U.S.-based physicians. *BMJ USA* is the American edition of the British Medical Journal.

BMJ USA was launched in February 2001 through a collaborative effort between the Clinicians Group and the British Medical Association.

Agency POOL

Tina CLEMENS

Bryan DELMORE

Rosalie DEW

Suzanne GOSS

Brett HALBLEIB

Erin HASLINGER

John HOFMEISTER

Kimberly POTTERF

AnneMarie WEBER

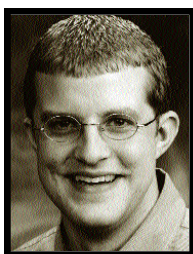
inChord Continues to Build With New Staff Members Across Its Divisions

inChord Communications Inc., one of the largest independent marketing communications organizations in the world, has brought on board several new staff members across its businesses.

At Gerbig, Snell/Weisheimer, inChord's full-service marketing and communications agency, Tina Clemens has been named account supervisor. Ms. Clemens serves as liaison between the client and creative team for one of GSW's consumer accounts.



Before joining GSW, she was director of client services for TenUnited. Ms. Clemens received a bachelor's degree in agricultural economics from The Ohio State University.



Bryan Delmore has been named account executive. Mr. Delmore is responsible for all the day-to-day account workload for one of GSW's pharmaceutical accounts. Before GSW, he was account executive in corporate communications

for Golin/Harris International in Chicago. Mr. Delmore earned a bachelor's degree in public relations from Bradley University in Peoria, Ill.

Rosalie Dew has been named medical information specialist. She is responsible for researching, writing, reviewing, and presenting various scientific and/or technical documentations for specific agency healthcare

accounts. Before GSW, Ms. Dew was a nurse manager at The James Cancer Hospital, and also served on the recruitment and retention committee and was instrumental in redesigning the nursing orientation program. Ms. Dew earned a nursing degree from the Mount Carmel School of Nursing.

Brett Halbleib has been named editorial manager. He is responsible for hiring, training, and managing editorial assistants and assisting the director of product management program services in various capacities. Before coming to GSW, Mr. Halbleib was the national and foreign affairs editor for The Indianapolis Star. Mr. Halbleib received a bachelor's degree in journalism and creative writing from Bradley University in Peoria, Ill.

Erin Haslinger has been named art director. Ms. Haslinger manages teams responsible for the concept, design, presentation, execution, and production of all projects for assigned accounts. Before GSW, she was senior art director for the Ryan Partnership. Ms. Haslinger earned a bachelor's degree in graphic design from Bowling Green State University.

John Hofmeister has been named creative team leader. He is responsible for managing overall quality, deadlines, and budgets of creative work for one of GSW's pharmaceutical accounts. Mr. Hofmeister previously held the position of executive creative director for The Axis Group. Mr. Hofmeister earned a bachelor's degree in English and a master's degree in English from The Ohio State University.

Kimberly Potterf has been named associate art director. Ms. Potterf assists in all stages of product development, including renderings, layout, illustration, photo direction, and presentation. Prior to GSW, she worked as custom publishing designer for *Ohio Magazine*. Ms. Potterf earned a bachelor's degree in specialized studies from Ohio University in visual communications and advertising/journalism.

AnneMarie Weber has been named corporate communications coordinator. She is responsible for providing day-to-day internal communications among inChord companies. Ms. Weber earned a bachelor's degree in public relations from Otterbein College, Ohio.

At the company's Y division, which offers strategic consulting and branding services, Suzanne Goss has been named senior VP, branding director.

At Y, Ms. Goss' responsibilities include facilitating branding workshops, developing new business opportunities, designing branding strategies, creating workshop exercises to meet specific client needs, and generating names for products, franchises, and companies.

Before joining Y, Ms. Goss served as senior VP, associate creative director, at Sudler & Hennessey Communications, where she led the creative strategy on a wide variety of accounts, including Nolvadex, Dove, Intron A, Viread, and Colgate Total toothpaste.

Before S&H, she held positions as VP, group copy supervisor, at Klemtner Advertising and as a creative supervisor at J. Walter Thompson Healthcare. In those roles, Ms. Goss gained creative and strategic planning experience on products including Prozac, Premarin, Prempro and Premphase, Kodak Imaging, and DaunoXome. She also has been involved in corporate launches and image campaigns for clients such as Vestar, Triangle Pharmaceuticals, the American Liver Foundation, and Johnson & Johnson Clinical Diagnostics.

"Suzanne brings an outstanding depth and breadth of knowledge to Y," says Vince Parry, president of Manhattan-based Y. "Her understanding of the pharmaceutical industry and her insight into effective branding strategies will be a tremendous asset to the team."

Akosua **APENTENG**

Kerry **BAKER**

Bridget **DONOHUE**

Amy **GOLDMAN**

Dr. Ira **MILLS**

Michelle **MORGAN**

Wesley **SPARKS**

John **VASSILIOU**

Christopher **WORATH**

Accel Brings New Staff Members on Board, Promotes Several Others

Accel Healthcare Communications has announced several new additions to its staff as well as a number of promotions.

Ira Mills, Ph.D., joins as scientific director. Dr. Mills formerly was scientific director at Ventiv Health Communications.

Christopher Worath comes to Accel as a senior account executive, having formerly held the position of account executive at Sudler & Hennessey.

Akosua Apenteng has been named as a financial analyst, having previously been a financial analyst at BMG Entertainment.

Amy Goldman joins as an account supervisor. Before joining Accel, Ms. Goldman was a senior account executive at Phase Five Communications Inc.

Wesley Sparks has been named associate director of meeting services and utilization management. Mr. Sparks formerly was VP, director of operations and meeting services, at International Meetings and Science.

Among promotions within Accel, Kerry Baker and Michelle Morgan both become

senior account executives from account executives. Bridget Donohue has been promoted to account executive from assistant account executive. John Vassiliou becomes senior publications editor having been a publications editor.

Alfred **ASSIN**

Gene M. **CAVAZOS**

Renee **MELLAS**

Michael **UNGLO**

Wishbone Adds Staff to Match Explosive Growth

Wishbone-ITP, a young Manhattan-based pharmaceutical advertising agency, has signed several industry talents to join its team.

Renee Mellas, formerly a senior VP at Lyons Lavey Nickel Swift, has signed on as executive VP, director of client services, bringing with her a new dimension in strategic thinking and client service.

Also joining the management team is Gene M. Cavazos, who adds his expertise in CME, medical education, and a variety of therapeutic categories from his time as senior VP at Genecom, the medical education division of Robert A. Becker. Mr. Cavazos is executive VP, director of medical education marketing, a new division at Wishbone.

Alfred Assin has been named associate creative director, art. He comes to Wishbone after stints at, most recently, Slover and Co., Frankfurt Balkind Partners, and, before that, Daniel Scharfman Design.

Michael Unglo is Wishbone's new VP, associate creative director, copy. Mr. Unglo comes to Wishbone from Medicus New York.

Brooke **BLAIR**

Tory **CENAJ**

Monica Noce **KANAREK**

Laura **KIPPEN**

Carlos **LOPEZ**

Jim **PAWLOWSKI**

Dorothy **SCOTT**

Theresa **VERA**

Growth at Donahoe Purohit Miller prompts hiring, promotions

Continued growth at Donahoe Purohit Miller, a Chicago-based healthcare communications company, has prompted hiring and promotions in all of its divisions.

New arrivals at Donahoe Purohit Miller include Jim Pawlowski as manager of digital communications. In addition, Monica Noce Kanarek was promoted to executive VP from VP of creative services.

DPM's market research arm, Fact Flow Research, also has experienced growth, adding Laura Kippen as senior director of marketing research, and Carlos Lopez as manager data collection.

In DPM's medical education division, CPE Communications, new hires include Dorothy Scott and Theresa Vera as senior medical writers of the creative group, and Tory Cenaj as project director. Brooke Blair has been promoted to project manager from associate project manager.

Andrea **CITARELLI**

Dr. Linda **GIERING**

Rachel **TEHRANI**

Sherry **NOVEMBRE**

Jennifer **VOTTA**

Catalyst Communications Selects Pharmaceutical Marketing Veteran to Head Medical Education; Announces Promotions

Pharmaceutical marketing veteran Linda Giering, Ph.D., joins Catalyst Communications Inc., a full-service healthcare communications agency, as VP and director of medical education.



"Linda's depth of knowledge gained from years in senior scientific and marketing positions within the pharmaceutical industry translates into enormous value for our clients," says Rod Mehling, chairman and chief operating officer of Catalyst Communications. "Her perspective is especially valuable having worked on both the client and agency sides of the business. Linda's passion for understanding the needs of clients and their customers resonates clearly in the quality of her work. We're thrilled to add her top-notch scientific talent to our pool of staff healthcare communications professionals."

Before joining South Plainfield, N.J.-based Catalyst, Dr. Giering held the position of VP, strategy and new business development at Ingenix, where she developed numerous key opinion leader and advocacy programs, publication strategies, and tactical plans.

Previously, she was director of research and development of the In-Vitro Diagnostics Division, and product manager for key radiophar-

maceutical imaging agents at New England Nuclear Corp. as well as DuPont Pharmaceuticals.



An active member of the professional advocacy community, Dr. Giering was instrumental in the establishment of the American Society of Nuclear Cardiology, a professional medical society dedicated to fostering optimal delivery of nuclear cardiology services through developing standards of professional education and training, establishing guidelines for the clinical performance of nuclear cardiology, and the promotion of nuclear cardiology research.

Dr. Giering also has served as a consultant on the Medical Education Steering Committee for the American College of Cardiology, a professional society of more than 25,000 cardiovascular physicians and scientists.

Elsewhere in the healthcare agency, Andrea Citarelli has been promoted to VP and group project director. Ms. Citarelli was previously group project director at the agency.

Ms. Citarelli, who joined Catalyst in 1999, will draw on her 15 years of client and agency pharmaceutical marketing experience to lead medical education accounts for Catalyst's key clients.

Recently she has developed and managed programs on behalf of Berlex Laboratories in support of Betaseron (interferon beta-1b), Campath (alemtuzumab), and Fludara (fludarabine), which is indicated for the treatment of chronic lymphocytic leukemia.

Ms. Citarelli's diverse pharmaceutical background includes positions as creative director, visual information systems, and assistant manager of promotion for Roche Laboratories, where she worked in dermatology, infectious disease, oncology, and HIV/AIDS.

In other promotions at the agency, Jennifer Votta has been named associate project director, from her previous position of senior project manager. Ms. Votta, who joined Catalyst in 1998, handles medical education assignments for Betaseron (interferon-beta-1b), Berlex Laboratories' medication for multiple sclerosis.

Sherry Novembre, who also has been with the agency since 1998, has been promoted to account supervisor from senior account executive. Ms. Novembre manages the promotional account team for Campath (alemtuzumab), Berlex's treatment for chronic B-cell lymphocytic leukemia.

Meanwhile, Rachel Tehrani, a member of Catalyst's creative group since December 2000, has been promoted to assistant art director from junior studio designer. Ms. Tehrani works on brands for Ortho-McNeil Pharmaceutical and Hemosol Inc.



Ribotsky's team of talent: back row standing: (from left to right) Levy Valverdi, Gwen Wiggins; seated on couch: (from left to right) Anna Loyeva, Danielle Miller; seated in front of couch: Melissa Cooke

Melissa **COOKE**
Anna **LOYEVA**
Danielle **MILLER**
Levy **VALVERDI**
Gwen **WIGGINS**

Ribotsky Worldwide Announces Promotion And New Hires

Ribotsky Worldwide Inc., a full-service healthcare communications company, has appointed a new associate creative director and hired several executives in account and copy positions.

Levy Valverdi was promoted to associate creative director from senior art director. Before joining Ribotsky, he was art director, creative services, at Leda Advertising. He also has worked at Lederle Pharmaceuticals, and in creative services at Hoffman La Roche.

"The addition of Levy Valverdi as associate creative director, and the addition of new talent to the agency will amount to greater global growth for 2002," says Ken Ribotsky, president and CEO of Somerset, N.J.-based Ribotsky.

Other new hires include Melissa Cooke as an account director. Previous positions held by Ms. Cooke include VP, account group supervisor, at CommonHealth, and account supervisor at Kane & Finkel. Accounts Ms. Cooke has

serviced include Avandia, Pravachol, RemeronSolTab, Athena Neurosciences, and Connetics.

Anna Loyeva has been hired as an account supervisor, having previously been an account supervisor at Integrated and at Lowe McAdams. Among accounts she has serviced are Foradil, and Schering's asthma health management practice.

Danielle Miller has been hired as a senior account executive. Previously she was an account executive at Lieber Levett Koenig Babcock, and an account executive at Draft Worldwide. She has worked on several accounts, including AT&T, HBO, and GlaxoSmithKline.

Gwen Wiggins has joined the company as a junior copywriter.

Stephen **DALY**
Sandi **FILER-GOTHIE**

Advanced Clinical
Communications Selects
Editorial Services and
Account Services Directors

Advanced Clinical Communications Inc. has hired Stephen Daly as director of editorial services, and Sandi Filer-Gothie as director of account services.

Mr. Daly has 22 years of experience in editorial services and publishing. Before joining New Hope, Pa.-based Advanced Clinical



Communications, he was director of editorial services at Medical Education Group LLC, where he was responsible for managing the editorial department. Mr. Daly holds a B.A. in journalism from Temple University, Philadelphia.



Ms. Filer-Gothie has 30 years of experience in the pharmaceutical and healthcare communication industries.

She was most recently account supervisor at Interlink Healthcare

Communications, where she provided team direction and financial management for assigned products, and developed and implemented product communications plans.

Ms. Filer-Gothie holds a B.S. in business administration from The College of New Jersey.

Sherrie **BENDELE**

Deborah **BENNETT**

Robert **EGERT**

Jim **PITNEY**

Terry **VOLZ-SANDERS**

The Xchange Group Enhances Client Offerings With Appointment of Digital Solutions Director; Thomas Ferguson Announces New Hires, Promotions; Health Learning Systems Announces Advancements

In an expansion of its digital offerings, The Xchange Group, CommonHealth's relationship-marketing division, has appointed Robert Egert as digital solutions director.

The appointment of Mr. Egert gives Parsippany, N.J.-based The Xchange Group in-house digital strategy and implementation capabilities that, to date, had been provided through CommonHealth affiliates.

As director, Mr. Egert spearheads all digital customer relationship marketing efforts to maximize this channel for each Xchange Group client.

His responsibilities include identifying digital solutions for client brands and overseeing Web-based strategies, design, programming, and operations.

"Robert has the leadership and vision to implement the cutting-edge digital capabilities we've needed to expand our already exist-

ing cache of client services," says Nancy Barlow, president of The Xchange Group. "With his impressive knowledge of customer relationship management and his digital qualifications, we are well-positioned not only to meet the goals of our clients, but to help them redefine what their brand goals can — and should — be."

Before joining The Xchange Group, Mr. Egert was director of information architecture and creative services at Xpedior Inc., an e-commerce consulting provider.

Mr. Egert also was with Kinderhook Systems, where he was the senior information architect responsible for leading the creative teams in the development of e-commerce solutions.

Meanwhile, several promotions and new hires have been announced at Thomas Ferguson Associates, CommonHealth's founding full-service professional advertising and promotions unit.

Terry Volz-Sanders has been named group art supervisor from group art director. Ms. Volz-Sanders is responsible for overseeing conceptual and strategic development of a new client brand launch. She continues to manage the art direction and design for several Thomas Ferguson Associates' clients.

Jim Pitney joins Thomas Ferguson Associates as a VP, account group supervisor. Mr. Pitney is responsible for overseeing the day-to-day business activities on his assigned accounts, which include the management of both tactics and overall strategy for the client brands.

Most recently, Mr. Pitney worked at Robert A. Becker Euro/RSCG, where he held the position of VP, account supervisor.

Health Learning Systems, CommonHealth's founding medical-education unit, announced two advancements within its team.

Deborah Bennett has been named senior VP, director of program and editorial direction, from the position of VP, director of program and editorial direction.

Ms. Bennett continues to have responsibility for managing client programs, budgeting, staffing, training, and development within the program-management and editorial departments at HLS.

Sherrie Bendele has been promoted to senior director, program planning and development, from director, program planning and development.

In her expanded position, Ms. Bendele has been given increased responsibility for the day-to-day direction of educational programs for one of the unit's major client brands.

In addition, Ms. Bendele oversees content development, faculty correspondence and relationship-building, and budgeting for her assigned clients.

CommonHealth comprises Health Learning Systems, Thomas Ferguson Associates,

Adient, The Quantum Group, Noesis Healthcare Interactions, The Xchange Group, ProCom International, The Connecticut Group, MBS/Vox, Enterprise IG Health, Einson-Health, MD&A/Salud, Shire Hall, CommonHealth Europe, CommonHealth Australia, and CommonHealth Kyowa.

Jerry **BIAG**

Jennifer **HOLBORN**

Rebecca **ZMYSLO**

Topin & Associates Announces Promotions and Appointments

Topin & Associates, a full-service medical and healthcare advertising agency based in Chicago, has promoted Jennifer Holborn to director of client service. Other moves at the agency include the appointment of Rebecca Zmyslo and Jerry Biag as account executives.

In her new role, Ms. Holborn is responsible for managing the account-service department and is responsible for strategic planning for the agency's clients. In addition, she oversees strategic tactical implementation and day-to-day client service. Ms. Holborn also is involved in strategic planning for new business efforts.

Ms. Zmyslo joins Topin as an account executive. Previously, she served as manager of marketing and key accounts for Norman Inc., a graphic design firm. She also has served in various sales and marketing positions for healthcare services companies. At Topin, Ms. Zmyslo is responsible for MDS Pharma Services' business units and Baxter Healthcare's Intercept accounts. She is a 1997 graduate of Michigan State University, where she earned a bachelor of science in biochemistry.

Mr. Biag has been promoted to account executive from project manager. Before Topin, he served as project manager at Simon Marketing and as a marketing analyst at Shurfine International. As an account executive, Mr. Biag manages the MDS Pharma Services' global/corporate and Sirius Laboratories accounts. He is a graduate of the University of Illinois, where he received a bachelor of science degree in advertising in 1998.

Eva **HAMPTON**

Dimitri **PROANO**

Staff Additions Bring Widespread Experience to Ad-Tech Communications

Eva Hampton has joined the account servicing staff at Ad-Tech Communications, and Dimitri Proano has been hired as production

manager for the agency. Both new staff members bring outstanding backgrounds and experience to the agency.

Ms. Hampton has an extensive clinical and marketing background with medical equipment manufacturers, and has managed worldwide product launch efforts in the diagnostics industry.

Ms. Hampton holds a degree from Temple University, speaks several languages, and will play a leading role with several of the agency's clients.

Mr. Proano has more than 10 years of experience in the design and production field, and has worked with several printers and agencies as both a staff member and as an independent contractor.

Mr. Proano is a graduate of the Art Institute of Fort Lauderdale and is bilingual.



strategic plans for diverse pharmaceutical product lines. Ms. Scott has product launch experience in allergy, asthma, ophthalmic Rx & OTC, ADHD, cough/cold, obesity/weight loss and oncology.

Before joining Saratoga Springs, N.Y.-based Palio, Ms. Scott was senior director of marketing for Celltech Pharmaceuticals, where she was responsible for launching the company's first new product in ADHD and its first DTC advertising campaign.

Before Celltech, Ms. Scott held several positions at Medeva and Fisons Pharmaceuticals, including senior marketing manager, associate director of marketing alliances, district sales manager, and product manager.

Her agency experience includes managing the international Bausch & Lomb account at ICE Communications Inc. Before this, Ms. Scott held several marketing positions at Bausch & Lomb.

Kevin Murray joins as a senior account executive, having come from a variety of positions at Celltech, the most recent being as regional business manager, where he was responsible for the company's day-to-day sales operations in the upstate New York region. Mr. Murray received his master's degree in business administration from San Diego State University, and his bachelor's degree from Virginia Polytechnic Institute and State University.

Michael Osterhout, who joins as a graphic designer, brings a wealth of design experience

to his position at Palio, including illustration, studio photography, interactive media, screen printing, and package design. Most recently, he was an assistant art director at Fairbrother and Co. Mr. Osterhout received his bachelor's degree from The College of Saint Rose and his associate's degree from the Sage Junior College of Albany.

Linda Ritter, Ph.D., has been named medical information specialist. Dr. Ritter's primary area of expertise lies in molecular genetics and biology. Previously, she was employed as an independent consultant for a variety of healthcare communications agencies. She also served as associate director of gene expression at Gene Logic Inc., a Washington, D.C.-area biotechnology company specializing in gene discovery for drug design.

Before that position, she was a postdoctoral fellow at the National Cancer Institute's Laboratory of Cellular Carcinogenesis and Tumor Promotion, where her research experience focused on investigating the development and progression of breast cancer and its metastases.

As a graduate student, Dr. Ritter taught undergraduate molecular genetics at The Ohio State University, as well as laboratory techniques for gene transfer to the hematology/oncology MD fellows at The Ohio State University Hospitals' division of internal medicine.

Dr. Ritter received her doctorate degree

Laura **MARTINO**

Ken **MESSINGER**

Kevin **MURRAY**

Michael

OSTERHOUT

Dr. Linda **RITTER**

Tom **ROTHERMEL**

Susan **SCOTT**

Andy **SMITH**

Palio Communications
Expands Staff With Several
Appointments Across the
Company

Palio Communications, a full-spectrum advertising and communications agency, has added a host of new staff to its ranks.

Susan Scott joins the agency as senior VP/account director. Ms. Scott brings more than 20 years of extensive sales and marketing experience in prescription and over-the-counter product lines in both U.S. and international markets.

She has created award-winning international professional and consumer ad campaigns and managed the implementation of comprehensive managed-care

EURO RSCG HEALTHVIEW CHAIRMAN
ELECTED TO PhRMA BOARD OF DIRECTORS

Ron **PANTELLA**

The board of directors of the Pharmaceutical Research and Manufacturers of America (PhRMA) has unanimously elected Ron Pantello a member of the board. Mr. Pantello is co-chairman of Euro RSCG Healthcare, the world's third-largest healthcare communications agency, and chairman of Euro RSCG Healthview, parent company of Noonan Russo Presence Euro RSCG. He serves a two-year term representing the associate communication and advertising companies of PhRMA.

PhRMA represents the country's leading research-based pharmaceutical and biotechnology companies, which are devoted to inventing medicines that allow patients to live longer, healthier, and more productive lives. The industry invested more than \$30 billion in 2001 in discovering and developing new medicines. PhRMA companies are leading the way in the search for new cures.

Euro RSCG Healthview provides integrated communications solutions for the healthcare industry. Its member companies include the LM&P Group of advertising agencies (LM&P, LM&P Questar, LM&P

Westar, and LM&P Biostar); Noonan Russo Presence, which provides marketing, financial, and corporate public relations and public affairs; Nethod, an interactive communications agency; Sales Machine, a multimedia sales training firm; ManagedEDGE, a managed-care consultancy, and EduAction, providing consumer medical education.

Euro RSCG Healthview is a member of Euro RSCG Healthcare, the world's third-largest healthcare network with 44 agencies serving healthcare clients in 17 countries throughout Europe, North America, Latin America, and Asia Pacific. Euro RSCG Healthcare provides advertising, consulting, marketing services, medical education, public relations, and interactive solutions to the world's leading healthcare companies.



Ron Pantello has been elected a member of the board of PhRMA.

from The Ohio State University and her bachelor's degree from Xavier University.

Andy Smith joins as director of traffic and logistics, bringing with him 16 years of agency experience.

Previously, he served as managing director at Weiss Stagliano & Partners, where he was responsible for agency operations. Over the course of his career, Mr. Smith has worked closely with a number of national and international clients, including Guinness, Hotjobs.com, National Geographic, Bain De Soleil, The Body Shop, Nickelodeon, BBC, DaimlerChrysler, Talbots, Financial Times, and Hilton International.

Ken Messinger and Tom Rothermel join as senior art directors.

Mr. Messinger comes from Bozell Global Healthcare, where he was VP/associate creative director, responsible for building a new direct-to-patient advertising department in anticipation of a new product launch. Before his work at Bozell, he held several positions at Lowe Healthcare Worldwide, most recently serving as VP, associate creative director, at Lowe Healthcare Union. Mr. Messinger was instrumental in the opening of the Union office, where he helped to design a departmental structure and initiated training programs and procedures.

In addition, his experience at Lowe expanded to the development of the creative strategy and execution for the managed care/compliance group within Schering-Plough, as well as the creation of direct-to-consumer programs for the pharmaceutical company.

Mr. Messinger's work has earned professional awards from a number of national competitions, including the Direct Marketing Annual, New York Festivals, and the Rx Club. He received his bachelor's degree from the University of Delaware.

Mr. Rothermel brings more than 22 years of design experience to his new position at Palio. Most recently, he was a senior art director at Media Logic, where he worked on a variety of consumer and healthcare accounts. His vast client experience ranges from A&E and the History Channel to Ringling Brothers and Barnum & Bailey and the Rhode Island School of Design. Mr. Rothermel received his associate's degree from the Art Institute of Fort Lauderdale.

Laura Martino comes to Palio as technology coordinator, bringing with her a wealth of knowledge and experience in the technology industry.

She has held several consultant positions at a variety of large companies, most recently serving as a PC infrastructure technician at General Electric, where she provided support to the corporate research and development department. She is well versed in all aspects of TCP/IP, and has expertise working within a wide range of server systems.

Thomas A. MOORE

Nelson Communications
Worldwide President & CEO
To Resign

Thomas A. Moore, president and chief operating officer of Nelson Communications Worldwide, announced his decision to resign later this summer to assume a new position with a biotechnology company.

Nelson Communications, a medical marketing and sales services company, with headquarters in New York, was acquired by Publicis Groupe in November 2000.

Publicis is currently in the process of acquiring Bcom3 Group Inc. in a transaction that is expected to close in August 2002 or September 2002.

"We thank Tom Moore for his leadership and wish him all the best in his new position," says Maurice Levy, Publicis chairman and CEO.

Mr. Levy is asking Roger A. Haupt, currently chairman and CEO of Bcom3 Group, and slated to become president and chief operating officer of the new Publicis Groupe, to work closely with Mr. Moore and to serve as Nelson Communications' interim leader as soon as the merger with Bcom3 has been completed.

Mr. Moore plans to join Biopure Corp. as president, CEO, and a member of the board in August.

Paul A. Looney, currently president and chief operating officer of Biopure, will retire at the conclusion of a three-year employment contract in mid-August. Mr. Looney will remain at Biopure as a consultant to the company.

"I've come to know Biopure well over the last several months, as the company invited Nelson Communications to provide both strategy and communication services," Mr. Moore says. "I'm extremely pleased to be offered the opportunity to take the helm of this fine team as we commercialize Hemopure for our first human market in South Africa and file for regulatory approval elsewhere around the world. In the next few months, I plan to focus on working with our regulatory team, who have largely completed the BLA to be filed at the end of July for U.S. marketing approval for Hemopure; securing European regulatory approvals; and expanding manufacturing capacity. We also expect to continue to share scientific information on our clinical experience with more than 800 Hemopure patients."

Biopure, with headquarters in Cambridge, Mass., is a leading developer, manufacturer, and marketer of a new class of pharmaceuticals, called oxygen therapeutics. Oxygen therapeutics are intravenously administered to deliver oxygen to the body's tissues.

Michele REST

New Account Supervisor
Brings Wealth of Medical
Communications Expertise to DSJ

Joining Dorland Sweeney Jones Health Communications as account supervisor is Michele Rest, who brings several years of experience in healthcare public relations.

"DSJ is very excited about adding someone of Michele's caliber to our team," says Rita Sweeney, president and chief operating officer of the Philadelphia-based health communications agency.

In her position as account supervisor, Ms. Rest leads the public-relations efforts for several pharmaceutical accounts. Her role includes strategic planning and marketing, campaign development, and financial management. Before joining DSJ, Ms. Rest served as account supervisor at Edelman Public Relations Worldwide in New York.

During her time at Edelman, Ms. Rest managed strategic development and the implementation of programs for Effexor XR and Rogaine, in addition to launching campaigns for Hoffmann-La Roche's oral flu pill, Tamiflu.

A.J. VISCOMI

Roska Direct Hires New VP/Director
Of Client Services

Senior direct marketing executive A.J. Viscomi has joined Roska Direct as VP and director of client services. Mr. Viscomi, formerly VP and director of direct response marketing at The Martin Agency in Richmond, Va., heads up account management for the \$50 million direct shop. Executive VP, Jay Bolling previously held this position and now focuses on business development.

"A.J. is highly regarded as an instinctive and insightful direct marketer. These skills are further complemented by his ability to bring clarity, focus, and efficiency to even the most complex programs," says Jon Roska, founder and CEO of the 60-plus person agency.

At Martin, Mr. Viscomi was a key player in the agency's business development program. He was instrumental in helping land the agency's two premier direct accounts — UPS and Champion Mortgage — and participated in pitches for the US Army, Lucent, Deloitte, Kodak, IKEA, and many others during his time at the agency. He also worked on the agency's other top brands including Alltel, Saab, and GEICO. Mr. Viscomi is a published author and frequent DMA and AMA speaker on marketing, advertising, and customer service topics.

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