

## Pharma POOL

Lynn **BAER**

Dr. Manny **BORREGO**

Novo Nordisk Announces  
Two Key Appointments for  
U.S. Medical Department



Novo Nordisk, a focused healthcare company and leader in diabetes care, with U.S. headquarters in Princeton, N.J., has promoted Lynn Baer to senior director and head of clinical-trial operations, and Manny Borrego, Pharm.D., has been promoted to director and head of clinical site management, reporting to Ms. Baer.



Since joining Novo Nordisk last fall as director of clinical project management, Ms. Baer has built her new department to maximize best practices for conducting the company's clinical trials. She directs the newly created clinical-trial operations department, which combines the clinical project, site management, and budget groups. Before joining Novo Nordisk, Ms. Baer spent nine years at Quintiles, where she held a variety of clinical operations positions of increasing responsibility.

Ms. Baer has a bachelor's degree in zoology from Drew University in Madison and has completed graduate courses in microbiology from Rutgers in Newark.

Dr. Borrego joined Novo Nordisk in 1994 as a clinical research associate and was pro-

motored to regional manager. He has been assistant director of clinical-site management for four years and acting director since January. As the U.S. representative of a global company committee, he has been instrumental in the development of Novo Nordisk's clinical policies, procedures, and training programs. In his new capacity, Dr. Borrego continues to recruit, train, and manage field-based clinical research associates and relevant in-house personnel supporting all of Novo Nordisk's clinical trials in the United States.

Dr. Borrego received a doctor of pharmacy from the Southern School of Pharmacy at Mercer University and a bachelor's degree in psychology from Emory University.

Dr. Andrew **LOH**

Baxter Healthcare Appoints  
Project Management VP

Andrew Loh, Ph.D., has joined Baxter Healthcare as VP of project management and pharmaceutical development.

He has more than 27 years of experience in the pharmaceutical and biotech industry. He previously was president of AL Associates, a healthcare consulting company where he helped biotech companies develop business plans, preclinical/clinical development plans, and project/portfolio management strategies.

Dr. Loh has a MBA in marketing and finance from Indiana University, a doctorate and masters in analytical chemistry from University of Illinois-Urbana, and a bachelor's degree in chemistry from Indiana University.

Dr. Steven **PAUL**

Lilly Fills Executive VP, Science  
and Technology, Position  
With Promotion

Eli Lilly has promoted Steven Paul, M.D., to executive VP for science and technology

and president of Lilly Research Laboratories. Dr. Paul previously was group VP for Lilly Research Laboratories.

The promotion follows the retirement of August Watanabe, M.D., from Indianapolis-based Lilly.

Dr. Paul joined Lilly in 1993 as VP of central nervous system discovery and decision phase medical research in LRL and was named VP of therapeutic area discovery research and clinical investigation in 1996.

He was named group VP for Lilly Research Laboratories in 1998. Before joining Lilly,

Dr. Paul served as scientific director of the National Institute of Mental Health, as well as chief of the clinical neuroscience branch at NIMH.

Dr. Paul received a bachelor of arts degree, magna cum laude with honors, in biology and psychology from Tulane University. He received a master of science degree in anatomy and neuroanatomy and his doctor of medicine degree from the Tulane University School of Medicine.

Dr. Paul has authored or coauthored more than 450 papers and book chapters and serves on the editorial boards of numerous scientific journals and as a grant reviewer for several National Institutes of Health committees. He is currently a member of the NIH advisory committee to the director.

In addition, he has been listed as one of the most highly cited neuroscientists in the world (1980-2000) by the Institute of Scientific Information (ISI). And in 1997, Dr. Paul was elected to membership in the Institute of Medicine of the National Academy of Sciences.

Kristine **PETERSON**

Biovail Appoints Senior VP,  
Commercial Operations

Biovail has named Kristine Peterson senior VP of commercial operations, with responsibility for the strategic leadership of Biovail's U.S. and Canadian commercial operations as well as identifying internal and external growth opportunities.

Biovail, based in Mississauga, Ontario, is an international full-service pharmaceutical company.

Ms. Peterson joins Biovail Pharmaceuticals from Bristol-Myers Squibb where she spent 20 years in increasingly senior roles culminating in her most recent role as senior VP of global marketing, drug discovery, and exploratory development.

Ms. Peterson holds a master of business administration as well as a B.S. in marketing, both from the University of Illinois.

In addition, William Poole, president of Biovail Pharmaceuticals, has left the company to pursue other career opportunities.

## Biotech POOL

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Reggie **BOWERMAN**

Nancy **EVERTZ**

Leon O. **MOULDER** Jr.

MGI Pharma Announces  
CEO Succession

MGI Pharma has named Leon O. Moulder Jr. CEO succeeding Charles N. Blitzer who remains as chairman. MGI Pharma, located in Bloomington, Minn., is an oncology-focused biopharmaceutical company.

Mr. Moulder, 45, has served as president and chief operating officer of MGI since May 2002. He joined MGI as executive VP in September 1999 and has more than 20 years of biopharmaceutical industry experience. Mr. Blitzer, 61, joined MGI as CEO in May 1996 and was appointed chairman in May 2002.

MGI also has promoted Reggie Bowerman to VP of marketing. Mr. Bowerman joined MGI in March 2000 and served most recently as senior director of marketing.

Nancy Evertz has been promoted to the position of VP of finance and administration. Previously, she was senior director of finance and administration and has been with MGI since July 2000.

Craig **EBERHARD**

Dwayne M. **ELWOOD**

Amylin Adds to  
Management Team

Amylin Pharmaceuticals has appointed Dwayne M. Elwood as senior VP of marketing and Craig Eberhard as VP of sales. San Diego-based Amylin is a biopharmaceutical company dedicated to developing medicines to improve the lives of people with metabolic diseases.

Mr. Elwood and Mr. Eberhard are focused on preparing for the potential commercialization of Amylin's two late-stage diabetes product candidates, Symlin (pramlintide acetate) and exenatide (synthetic exendin-4).

Mr. Elwood has more than 25 years of experience in the pharmaceutical industry. Most recently, he was with Corixa/Coulter Pharmaceuticals as senior VP, chief commercial officer, and VP of marketing and sales. Mr. Elwood received his B.S. in business administration with a special emphasis in marketing and accounting from California State University.

Before joining Amylin, Mr. Eberhard was regional VP of sales at Pharmacia. During his 21-year career with the company and its relat-

ed premerger companies, he held positions in sales, sales management, corporate training, sales operations, and managed care before assuming the VP of sales position for the Upjohn salesforces. Mr. Eberhard is a graduate of California Lutheran University where he obtained a B.S. in biology.

Dr. Michael W.

**HEARTLEIN**

TKT Announces Management  
Changes in Research Department



Transkaryotic Therapies, Cambridge, Mass., a biopharmaceutical company developing therapeutics for the treatment of rare genetic diseases caused by protein deficiencies, has announced that Douglas A. Treco,

Ph.D., has resigned as senior VP of research. Michael W. Heartlein, Ph.D., has been promoted to that position and has overall responsibility for TKT's research strategy, including the expansion of the company's product pipeline beyond its current focus of lysosomal storage disorders.

Dr. Heartlein has held a variety of research positions at the company since 1989 and most recently served as VP of molecular biology. Before joining TKT, Dr. Heartlein held a hospital appointment in genetics at Children's Hospital Medical Center in Boston and a faculty appointment in pediatrics at Harvard Medical School. He received a B.S. in biology from Illinois State University and a Ph.D. in genetics from the University of Tennessee.

Gabriel **LEUNG**

OSI Pharmaceuticals Appoints  
Executive VP and President,  
Oncology Business

OSI Pharmaceuticals has appointed Gabriel Leung as executive VP and president of the oncology business. OSI Pharmaceuticals, Melville, N.Y., is focused on the discovery, development, and commercialization of next-generation oncology products.

Mr. Leung most recently was with Pharmacia where he was a group VP of the global prescription business and head of the global oncology franchise. Before Pharmacia, Mr. Leung was a marketing executive in Bristol-Myers Squibb's oncology business.

In his role, Mr. Leung's initial responsibilities include developing and implementing OSI's commercial strategy, including developing a high-quality unit to support marketing, sales, and business development. He is

leading a relaunch of Novantrone for cancer indications. In addition, he is responsible for new product development, both from licensing and acquisitions as well as from OSI's oncology pipeline.

Mr. Leung is a collaborating partner of the National Dialogue on Cancer. Under this initiative, Mr. Leung cochairs a special task force to design a new R&D paradigm to help expedite oncology drug discovery and development.

Dr. David R. **PARKINSON**

Amgen Names Head of  
Oncology Clinical Development

David R. Parkinson, M.D., has been appointed as VP and head of the clinical oncology therapeutic area at Amgen, Thousand Oaks, Calif., which discovers, develops, manufactures, and markets human therapeutics based on advances in cellular and molecular biology.

Dr. Parkinson's responsibilities include directing global development efforts in oncology for all of Amgen's new product candidates and new indications for marketed products. Dr. Parkinson brings to the company a wealth of experience in drug development and an international reputation in clinical oncology.

Dr. Parkinson joins Amgen from Novartis where he most recently was global head of translational development and a member of the oncology business unit executive committee.

Dr. Parkinson received his M.D. from the University of Toronto.

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## Specialty POOL

Gian **ALIPRANDI**

Tod **MERTES**

Dr. Andres

**NEGRO-VILAR**

Ligand Announces  
Managerial Changes

Ligand Pharmaceuticals, a San Diego-based specialty pharmaceutical company, has announced several organizational changes designed to improve operational effectiveness and efficiency in R&D, finance, and operations.

Andres Negro-Vilar, M.D., Ph.D., has been promoted to executive VP of research and development and chief science officer.

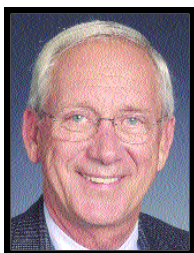
Tod Mertes has been promoted to VP and controller. Before joining the company, Mr. Mertes had more than 12 years of experience in public accounting at PricewaterhouseCoopers.

Gian Aliprandi has been promoted to senior VP for technical, supply, and international operations. Mr. Aliprandi has more than 30 years of experience in positions of increasing responsibility in operations, supply, materials management, finance, and control.

Tom Silberg, formerly executive VP and chief operating officer, has left Ligand to pursue other opportunities.

## Dr. Ernest **MARIO**

Reliant Pharmaceuticals Appoints Chairman and CEO



Reliant Pharmaceuticals has named Ernest Mario, Ph.D., chairman and CEO. Dr. Mario brings more than 35 years of industry experience to the emerging pharmaceutical company.

Dr. Mario previously served as chief executive and deputy chairman of Glaxo, during which time he oversaw the launch of five major brands that grew the company's sales and profits by nearly 15% annually. In 1993, Dr. Mario joined Alza as CEO, where he ultimately consummated one of the largest mergers in pharmaceutical history. More recently, Dr. Mario founded Apothogen, a company involved in early-stage pharmaceutical development, which subsequently merged with IntraBiotics.

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## Discovery **POOL**

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### Amy **SCHABERG**

### Thomas R. **STAAB**

### Dr. Benjamin R. **YERXA**

Inspire Pharmaceuticals Appoints CFO and Announces Promotions

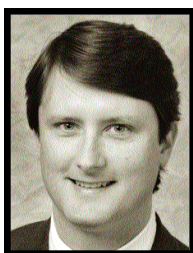
Inspire Pharmaceuticals has appointed Thomas R. Staab II to the position of chief financial officer. Inspire also announced the promotion of Benjamin R. Yerxa, Ph.D., from VP of discovery to senior VP of discovery, and the promotion of Amy Schaberg, R.N., B.S.N., from senior director of clinical research to VP of clinical research. Inspire, Durham,

N.C., 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 nonmucosal disorders.



Mr. Staab is responsible for the finance and information technology functions and plays a key role in the development of Inspire's commercial capabilities. Mr. Staab previously was at Triangle, most recently as VP, treasurer, and acting chief financial officer.

Mr. Staab is a certified public accountant and received a B.S. in business administration and a M.S. in accounting from the University of North Carolina.



Dr. Yerxa joined Inspire in 1995 from Burroughs Wellcome and has served as VP of discovery since 2000. He oversees the chemistry, pharmacology, preclinical, and intellectual property functions and all drug-discovery and early preclinical development activities. Dr. Yerxa received his Ph.D. in organic chemistry from the University of California at Irvine.

Ms. Schaberg joined Inspire in 2001 after having consulted for Inspire for two years. She is responsible for directing the scientific and operational aspects of clinical activities and is the project leader for the allergic rhinitis program. She holds a B.S. in nursing from Boston University.

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## Drug Delivery **POOL**

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### Dr. John M. **SIEBERT**

CyDex Names President and CEO

John M. Siebert, Ph.D., has been named president and CEO and appointed to the board of directors of CyDex, Overland Park, Kan. The company offers advanced drug-delivery solutions to bring new medications to patients by developing its own pipeline of Captisol-enabled proprietary drug formulations and by partnering with the world's leading pharmaceutical and biotechnology companies.

Dr. Siebert recently served as president and CEO of CIMA Labs, where he led that company's transition from a small development-stage firm to a successful and profitable specialty pharmaceutical company based on oral drug-delivery technologies.

Dr. Siebert holds a bachelor of science in chemistry from Illinois Benedictine College, a master of science in organic chemistry from Wichita State University, and a Ph.D. in organic chemistry from the University of Missouri.

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## CRO **POOL**

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### Dr. Melanie A. **BRUNO**

Kendle Names Global Regulatory Affairs VP



Kendle International, a full-service contract research organization based in Cincinnati, has named Melanie A. Bruno, Ph.D., MBA, VP of global regulatory affairs. Dr. Bruno provides executive leadership and direction

to position Kendle and its AAC Consulting Group subsidiary as a global market leader in regulatory consulting services.

In this capacity, Dr. Bruno leads teams of specialists with expertise in safety, clinical quality assurance, and compliance and validation matters to help expedite the regulatory approval process.

Dr. Bruno most recently was an Eli Lilly executive and served as a senior regulatory research scientist in the U.S. regulatory affairs department. Dr. Bruno earned a doctorate of philosophy in developmental biology and a MBA in management and marketing from the University of Cincinnati.

### Rosa **CADINHA**

### Cassandra **ELVER**

### Peter **POWERS**

PRA Expands Global Team

PRA International, a global clinical development organization based in McLean, Va., has expanded its global business development team. Peter Powers has joined the company as director of business development. Mr. Powers manages strategic accounts for PRA and also is responsible for organizing sales activities on a global basis. He is based in the Boston area.

Rosa Cadinha has been named account executive. Her primary responsibility in her new role with the European Business Development Group is to manage existing accounts and to build and maintain business relationships for

the European regulatory group. She operates from PRA's Reading, U.K., office.

Cassandra Elver has joined the company as an account manager and is responsible for managing accounts that reside within the mountain and central time zones. She works from PRA's office in Lenexa, Kan.

## Service POOL

Beth **BIRKE**

Mark R. **VINCENT**

EURO RSCG Life NRP Expands Senior Management Team

Euro RSCG Life NRP has added two highly experienced healthcare marketing communications professionals. These additions increase the depth and breadth of the agency's strategic marketing and corporate communication practices. Euro RSCG Life is part of Euro RSCG Worldwide, a global marketing communications agency, and the largest unit of Havas, the world's sixth-largest communications group.

Beth Birke, as senior VP, and Mark R. Vincent, VP, have joined the company's New York headquarters.

Ms. Birke, formerly senior VP at Chamberlain Communications Group, also is a former employee of PResence Public Relations, which is now part of NRP. She brings more than 10 years experience in healthcare public relations. She assists the agency in extending and building its client portfolio.

Mr. Vincent brings 14 years of healthcare industry experience to NRP, having served in various management capacities in the pharmaceutical and biotechnology industries. Most recently, Mr. Vincent was at CuraGen.



Joseph F. **DONAHUE**

President Named for LION bioscience North America

LION bioscience has appointed Joseph F. Donahue as president. LION bioscience is a global solutions provider for the life-sciences industry that delivers IT solutions to improve



Donahue, 40, received degrees in chemistry and computer science from Villanova University.

Evrard **SPENCER**

John **SUPAN**

Fast Track Systems Expands Roster



Fast Track Systems, a provider of knowledge-enabled products and services for optimizing clinical development, has added two executives to its team. Evrard Spencer has joined as VP of operations, and John Supan

has joined as VP of finance and chief financial officer.

Mr. Spencer brings 20 years of IT and operations experience to Fast Track, San Mateo, Calif. His career includes strategic and project management positions at Ernst & Young Management Consulting Group and Bristol-Myers Squibb. Mr. Spencer holds a bachelor's degree in applied mathematics from Carnegie-Mellon University and a MBA in finance and corporate accounting from the William E. Simon Business School of the University of Rochester.



Mr. Supan is a CPA and has more than 25 years of experience. He has served as CFO of public and private companies including Argonaut Technologies, Azia Core, and Beacon Diagnostics.

Alexander **VANDEVERE**

Cadient Group Adds High-Tech Industry Veteran as Marketing Strategist



Cadient Group, an online pharmaceutical marketing company located in Conshohocken, Pa., has hired Alexander Vandevere as marketing strategist.

With more than 12 years of global interactive

agency experience, Mr. Vandevere works with Cadient's clients to develop online strategies that best achieve their marketing objectives while maximizing their ROI.

Mr. Vandevere's first project is to help develop online consumer and professional strategies for AstraZeneca's Zomig migraine medicine.

Mr. Vandevere most recently was cofounder and managing director of eCity Interactive. He holds a B.S. in telecommunications from Kutztown University.

## MedEd POOL

Susan **ADAMCZYK**

Beatrice **BENOIT**

Dr. Jeffery **BRUBAKER**

Dr. Michael **DICKMAN**

Claudia Stahl

**GAGLIARDI**

Mary **SELTZER**

Nexus Expands Staff with Industry Veterans



Nexus Communications, North Wales, Pa., has expanded its staff and capabilities.

Jeffery Brubaker, Ph.D., has joined Nexus as senior medical writer. Dr. Brubaker joins the company with more than

20 years of research experience in viral and cellular immunology and experimental vaccines.

Susan Adamczyk, M.S., has been named senior medical writer. She has worked in various aspects of pharmaceutical research since 1995, including clinical research.



Beatrice Benoit joins the company as program director. At Nexus, she draws from her professional background and knowledge of multiple therapeutic areas to direct global projects in nephrology and immunology.

Michael Dickman, Ph.D., has been named director of scientific programs. He has more than 20 years experience in clinical research,



and a decade of experience in medical communications.

Mary Seltzer has been appointed senior project manager. Ms. Seltzer has worked in the medical education/communications field for more than eight years. Her previous experience includes 10 years in advertising production. At Nexus, she manages projects for neurology and psychiatry products.



Claudia Stahl Gagliardi joins the company as manager of programs and communications. She has worked in medical education for four years and healthcare communications for 12 years.

## Agency POOL

- Dr. Richard **ALEXANDER**
- Antoinette **CAMPO**
- Dr. Jeffrey **FISHER**
- Jacquelyn **HILL**
- Kenneth **HOERNER**
- Jeannine **LEE**
- Kathleen **MILBURN**
- John J. **NOSTA**
- Kim **PERSSON**
- Keir **ROTHNIE**
- Jennifer **STEEBER**

CommonHealth Agencies  
Announce Hires



Noesis Healthcare Interactions, CommonHealth's professional advertising and promotion unit, has appointed John J. Nosta as executive VP and chief creative officer.

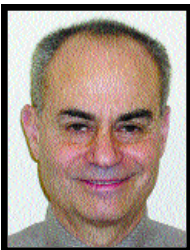
In his new position at Noesis, located in Morristown, N.J., Mr.

Nosta is overseeing the execution of all aspects of creative development.

In addition, he plays a vital role in developing growth strategies for the agency and for managing current and future clients.

Before joining Noesis, Mr. Nosta held the title of managing partner at MDC Group.

Mr. Nosta also has held senior positions at several major agencies, including KPR and Lyons Lavey Nickel Swift, where he served as executive VP and associate creative director.



He also serves in the same capacity at Adient, a HLS sister company and a CommonHealth professional advertising and promotion unit.

Previously, Dr. Fisher was employed with

MPE Communications, a division of Torre Lazur-McCann Healthcare WorldWide as executive VP and medical director.

Jeannine Lee comes to HLS as a program director. Previously, Ms. Lee was a senior account executive at Adient.

Richard Alexander, Ph.D., has joined HLS as a medical writer. Previously, Dr. Alexander was with Advanced Viral Research as group leader of the Immunology Research Group.

Jennifer Steeber has joined HLS as a medical writer. Before joining HLS, Ms. Steeber was a graduate student at the State University of New York at Albany.

Antoinette Campo has been hired as an editor. Before her employment with HLS, Ms. Campo was a freelance copy editor for Medical Action Communications.

Kenneth Hoerner has been hired as a senior graphic designer. Before joining HLS, Mr. Hoerner worked as a freelance graphic designer.

In additional CommonHealth news, Keir Rothnie has joined The

Conectics Group, Parsippany, N.J., in the position of VP of new business development. Previously, he was a business development executive with Soft-Watch Inc.



Kathleen Milburn also has joined The Conectics Group, another CommonHealth division. She comes to the agency as a project manager.

Before joining the agency, Ms. Milburn held the title of VP of client services at GlobalWorks.

Kim Persson has been hired at The Conectics Group as a project manager. Previously, she had been a training and continuous improvement manager at Berlex Laboratories.

Jacquelyn Hill has joined The Conectics Group as a media planner. Previously, Ms. Hill was an assistant media planner at Cline, Davis & Mann.



Alissa **COLETTA**

Jucinda

**FENN-HODSON**

Julie **MCDONOUGH**

Rick **MCGUIRK**

Kevin **MURRAY**

Julie **PRIDDLE**

Judith **SUPLEY**

Danae Fogarty **WALSH**

Melissa **WOJCIK**

Palio Announces Appointments  
and Promotions

Palio Communications, Saratoga Springs, N.Y., a full-service communications agency and



part of the inChord network, has announced agency appointments and promotions.

Jucinda Fenn-Hodson has been appointed VP of multicultural marketing. Ms. Fenn-Hodson brings more than 10 years of

pharmaceutical industry experience to the agency.

Most recently, Ms. Fenn-Hodson was a consultant at Fenn Allen Consulting Group, where her strategic partnership development counsel helped major corporations reach their goals and objectives in several multicultural markets.



Palio also has promoted Alissa Coletta from account coordinator to assistant account executive; Julie McDonough, from assistant account executive to account executive; and Kevin Murray, from senior account executive to account supervisor.



Ms. Coletta joined Palio in 2001 and received her bachelor's degree from Syracuse University.

Ms. McDonough's previous experience includes more than 15 years of destination marketing and planning with the Saratoga Convention and Tourism Bureau.



Mr. Murray, who joined Palio in 2002, has been an integral part of the account services team, bringing client perspective and product management expertise.



Danae Fogarty Walsh has been named project/broadcast manager at Palio. Previously, she was a broadcast producer at Arnold Worldwide, where she was responsible for managing all aspects of radio and television commercial production for a variety of clients.



Rick McGuirk, who has been named graphic designer at Palio, brings more than 20 years of design experience to the agency.



Julie Priddle has been named account executive. She has an extensive background in event planning and project management. She had been a director of marketing and promotions at Candice Carpenter.

Judith Supley has been promoted from assistant account executive to account executive.

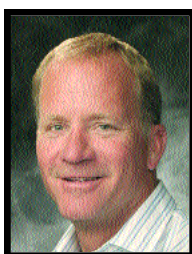
Ms. Supley joins Palio from Pfizer, where her most recent position was director of customer knowledge management for market operations and customer e-commerce.

Melissa Wojcik has moved from account executive to senior account executive. Ms. Wojcik has pharmaceutical, medical device, biotechnology, and life-sciences industry experience. Before joining Palio, she was a senior account executive at Lowe Grob Health & Science.

## Steve DUSENBERRY

## Jeff TOMASO

inChord Appointments Announced



inChord Communications, one of the largest independent marketing communications organizations in the world, has added to its staff.

GSW, an inChord agency located in Columbus, Ohio, has named

Steve Dusenberry as senior VP/group creative director. In this role, Mr. Dusenberry is responsible for establishing and managing all creative work for GSW's consumer business development division.

Before joining GSW, Mr. Dusenberry was senior VP/group creative director at BBDO Chicago.



Blue Diesel, an interactive marketing unit of inChord Communications, has named Jeff Tomaso director, strategic development.

In this role at Blue Diesel, Mr. Tomaso is responsible for creating

marketing strategies to help clients realize their goals through the use of Web-based and interactive applications, as well as leading new business efforts for the company. He is based in Saratoga Springs, N.Y., where he is working closely with one of Blue Diesel's sister companies, Palio Communications, a full-service advertising agency.

Most recently, Mr. Tomaso held the position of principal partner in the executive management team for Epoch Strategy.

## Elaine HEIMBERGER

Integrated Communications Names Senior VP

Elaine Heimberger has been appointed senior VP and associate creative director of copy on the Novartis brands at Integrated



Communications, a full-service healthcare marketing communications agency located in Parsippany, N.J., and part of Lowe Healthcare Worldwide.

Her brand responsibilities include Trileptal, an anti-epileptic; Lamisil, an antifungal; Exelon, Novartis' treatment for Alzheimer's disease; and Miacalcin Nasal Spray for the treatment of osteoporosis.

Ms. Heimberger has more than 20 years experience writing on a broad spectrum of therapeutic categories.

She rejoins Integrated after a six-year tenure at two CommonHealth agencies.

She worked for CommonHealth's Adient as a senior VP and associate creative director. Before Adient, she was at Thomas Ferguson.

## Carl ROSELLE

## Stedman STEVENS

HealthSTAR Announces Key Hires

HealthSTAR Communications has hired Carl Roselle as senior VP of network development. In his new role, Mr. Roselle represents the HealthSTAR network of companies to the pharmaceutical industry.

HealthSTAR, Woodbridge, N.J., is one of the largest healthcare marketing services networks in the industry.

Before joining HealthSTAR, Mr. Roselle was senior VP of sales with Medi-Promotions. He brings nearly 20 years of experience in medical marketing and advertising, including positions as publisher and VP, group publisher respectively with Romaine Pierson and Johnson Publishing.

Additionally, he has held sales and sales training positions with Ortho Pharmaceutical.



In related news, Stedman Stevens, president of Pharmaceutical Research Plus, has been given the added responsibility of chief operating officer.

Pharmaceutical Research Plus is a leading patient-recruitment company and part of the HealthSTAR Communications network.

Mr. Stevens has more than 17 years of management experience at the CEO and board level in pharmaceutical, drug channel distribution, physician marketing, hospital, and consumer products arenas.

Please send your personnel announcements to [feedback@pharmavoices.com](mailto:feedback@pharmavoices.com).