



Foran most recently served as Pfizer's assistant secretary and is responsible for having built a unique team focused exclusively on corporate governance and related issues. Ms. Foran is the former chair of the coordinating committee of the corporate governance task force of the business roundtable.

## Biotech POOL

Christine **CARBERRY**  
James C. **MULLEN**  
James L. **VINCENT**

## Pharma POOL

Margaret M. **FORAN**  
Chuck **HARDWICK**  
Pat **KELLY**  
Ian **READ**

Pfizer Names Presidents for U.S.,  
European Pharmaceuticals  
Businesses, Head of Corporate  
Affairs, and Corporate Secretary



the Pfizer Pharmaceutical Group and executive VP of Europe and Canada, has been named president of Pfizer's Europe and Canada operations. Mr. Read joined Pfizer in 1978 and held a number of management positions in Mexico,

Ecuador, and Chile before being appointed country manager of Brazil.

Before his appointment as executive VP for Europe and Canada in 2000, Mr. Read served as president of the Latin America region. Both he and Mr. Kelly report directly to Karen Katen, president of the global Pfizer Pharmaceuticals Group and executive VP, Pfizer.

Separately, Chuck Hardwick has been named head of the company's worldwide corporate affairs division, and Margaret M. Foran was named corporate secretary.

Mr. Hardwick succeeds Lou Clemente, who retired after 38 years with the company. Mr. Hardwick has been named senior VP, with global responsibility for government relations, media, philanthropy, and public policy, reporting to Hank McKinnell, chairman of the board and chief executive officer of Pfizer Inc. As president and executive director of the Pfizer Foundation, Mr. Hardwick is responsible for the company's worldwide philanthropy programs and has led Pfizer's initiatives to deliver medicines and medical support to HIV/AIDS communities around the world, particularly those in Africa. He joined Pfizer 36 years ago and also served as speaker of the New Jersey general assembly. In his new position, he serves on the Pfizer Leadership Team, which consists of the company's eight senior leaders.

Ms. Foran, currently VP of corporate governance, has been named secretary of Pfizer. An attorney who joined Pfizer in 1997, Ms.

## Biogen Elects New Chairman and VP



James L. Vincent is retiring as chairman and as a director of Biogen Inc., Cambridge, Mass. The board has elected as chairman James C. Mullen, who continues in his role as CEO.

Mr. Mullen's election as chairman completes a long-standing, planned transition under which Mr. Mullen succeeded Mr. Vincent as CEO in June 2000.



Separately, Biogen has appointed Christine Carberry as VP, program and alliance management. Ms. Carberry oversees the biotechnology company's development programs in the areas of autoimmune diseases, neurodegeneration,

oncology, and fibrosis. She also is responsible for maintaining current and future business partnerships in these areas. She reports to John Palmer, senior VP of corporate development.

Ms. Carberry joined Biogen in 1984 and held many positions in technical operations, including managing the start-up of Biogen's manufacturing facility in the Netherlands from 1999 to 2001.

Most recently, she was the program executive of the LFA-1 program, which is developing orally active small-molecule antagonists that work to inhibit T-cell migration and activation that can lead to inflammatory diseases.

Ms. Carberry holds a master of science in innovation and technology management from Boston University and a bachelor of science in biochemistry from the University of New Hampshire.



Pat Kelly and Ian Read have been appointed presidents responsible for the U.S. and European pharmaceuticals businesses of Pfizer Inc., New York.

Mr. Kelly, who joined Pfizer in 1981 and most recently served as senior VP of worldwide marketing, now serves as president of U.S. Pharmaceuticals. Mr. Kelly has held a number of marketing positions, including group VP for disease management, and is a member of the Pfizer Pharmaceuticals Group Leadership Team and the Pfizer Management Council.

During his marketing career at Pfizer, Mr. Kelly has built and managed multidisciplinary teams that develop and implement educational and promotional programs in support of Pfizer medicines for cardiovascular, metabolic, infectious, neurologic, respiratory, inflammatory, and genitourinary disorders. Mr. Kelly was elected a VP of Pfizer in 1997.

Mr. Read, who had served as senior VP of

## Dr. David M. **SHLAES**

### Idenix Selects Executive VP, R&D

David M. Shlaes, M.D., Ph.D., joins Idenix Pharmaceuticals Inc., Cambridge, Mass., as executive VP of research and development.

In his new role with Idenix, a biopharmaceutical company engaged in the discovery and development of drugs for the treatment of human viral and other infectious diseases, Dr. Shlaes directs global research efforts in infectious disease. Dr. Shlaes replaces Dr. Martin Bryant who passed away in March.

Dr. Shlaes formerly was VP, infectious disease, with Wyeth Research, a division of Wyeth, and has an extensive background in the discovery and development of anti-bacterial and anti-viral compounds.

Dr. Shlaes holds a Ph.D. in microbiology, a M.D. from Case Western Reserve, and a bachelor's degree in biology-chemistry from Lawrence University.

## Dr. Paul **SPENCE**

### Maxygen Appoints Senior VP

Maxygen Inc. has named Paul Spence, D.Phil., to the position of senior VP, research and development, leading the human therapeutics product discovery and development programs.

Dr. Spence joins Maxygen, located in Redwood City, Calif., from Pharmacia Corp. where he was VP of biotechnology and a member of the Pharmacia Research Leadership Team that was responsible for managing all of Pharmacia's research projects.

He received his D.Phil. in molecular virology from Oxford University.

## Specialty **POOL**

## Dr. William **BAKER**

### Corus Pharma Names VP, Research

Corus Pharma, a Seattle-based biotech and specialty pharmaceutical development company, has named William Baker, Ph.D., as VP of research. Dr. Baker has more than 20 years experience and is responsible for developing the company's pipeline of products.

Previously, Dr. Baker was chief operating officer and VP of research for

Optimer Pharmaceuticals Inc. Dr. Baker earned a Ph.D. in organic chemistry from the University of Illinois, Champaign, and a B.S. in chemistry from the University of Washington.



## Scott **BREAKSTONE**

## Cindy **WILLIAMS**

## Dr. H. Jurgen van den **WOLDENBERG**

### Bradley Pharmaceuticals Adds Three New Executives to Senior Management

Bradley Pharmaceuticals Inc. has added three new members to its senior management team. Dr. H. Jurgen van den Woldenberg has joined the company as executive VP, general manager, of the Kenwood Therapeutics division, Cindy Williams has been added as VP of creative services, and Scott Breakstone has

joined the company as director of managed care.

Dr. Woldenberg has more than a decade of global and domestic leadership in the pharmaceutical industry. Before joining Fairfield, N.J.-based Bradley, Dr. Woldenberg founded Direct Consulting, where he provided process improvement and process reengineering to both pharmaceutical and biotech companies.

Ms. Williams brings more than 12 years of pharmaceutical marketing experience to Bradley Pharmaceuticals. Most recently, Ms. Williams served as senior VP at International Meetings and Science, where she led the team for the pre-launch communication and marketing for a new cardiovascular drug from Merck/Schering-Plough.

Mr. Breakstone brings more than 20 years experience in the areas of health and managed care. Most recently, Mr. Breakstone was an independent healthcare consultant.

## Dr. Heinrich **GUGGER**

### Paradigm Genetics Appoints President and CEO

Paradigm Genetics Inc. has appointed Heinrich Gugger, Ph.D., as president and

### IMS CONSULTING EXECUTIVE RECEIVES LIFETIME ACHIEVEMENT AWARD FOR MARKET RESEARCH EXCELLENCE

## Graham **LEWIS**

Representatives from the Pharmaceutical Business Intelligence and Research Group (PBIRG) and the pharmaceutical industry have selected Graham Lewis, VP of IMS Consulting, as the first recipient of the Mary Clement Lifetime Achievement Award.

PBIRG is a non-profit industry association dedicated to the advancement of global healthcare marketing research, business intelligence, and strategic planning in theory and practice. The award will be issued periodically to recognize outstanding lifetime contributions to the pharmaceutical industry and the market research profession.

To be considered, nominees must demonstrate outstanding character and ethics; dedication to their companies, colleagues, and PBIRG; superior expertise in developing and executing market research, business intelligence projects, and methodologies; and dedication to the betterment of the market research profession.

The award, named in honor of researcher Mary Clement, a respected PBIRG member who died of cancer last year, was presented to Mr. Lewis by Nancy Wilkerson, PBIRG VP of programs and

education at the agency's annual conference in San Antonio, Texas.

"We are very pleased that Graham Lewis has been selected as the first recipient of this award," says Kathryn Jones, Wyeth executive and president of PBIRG. "His market research expertise, creativity, and dedication to training and mentoring colleagues in this profession have been extraordinary. His selection is truly a tribute to Mary Clement, who displayed the very same commitment to the market research profession."

Mr. Lewis worked for major international companies such as Philips and Cadbury-Schweppes before joining the pharmaceutical industry with Eli Lilly in 1971. In 1973, he joined Medical Market Studies and became managing director in 1978. Medical Market Studies merged into the IMS Pharma Strategy group in 1992. In April, he was named VP of the IMS Europe Pharma Strategy group.



*Graham Lewis is the inaugural recipient of the Mary Clement Lifetime Achievement Award.*



CEO. John Hamer, Ph.D., former interim president and CEO, continues to serve as the company's chief scientific officer. Paradigm Genetics, Research Triangle Park, N.C., is a life-sciences company using genomics and metabolomics-based technologies to speed the discovery of products for agriculture and human health.



Dr. Gugger, 51, brings to Paradigm extensive business and scientific industry experience. Most recently, Dr. Gugger served as the first president of Syngenta Crop Protection Inc. where he led the merger integration between Novartis Crop Protection and Zeneca Agrochemicals.

Dr. Gugger holds a Ph.D. in inorganic and physical chemistry from the University of Bern.

## Genomics POOL

### Roberto CETRULLO

Human Genome Sciences  
Appoints VP, Business  
Development

Roberto Cetrullo has joined Human Genome Sciences Inc. as VP of business development. Mr. Cetrullo brings more than 15 years of pharmaceutical industry experience to Human Genome Sciences. Most recently, Mr. Cetrullo was VP of business development-U.S. Medicines Group, at Bristol-Myers Squibb Co., where he was responsible for leading major U.S. pharmaceutical business development activities. Mr. Cetrullo reports to Ellen S. Baron, Ph.D., senior VP of business development.

Mr. Cetrullo received his master of business administration degree in finance and international business from The Wharton School of Business in Philadelphia and a doctorate in food sciences summa cum laude from the University of Bologna, Bologna, Italy.

### Kevin CORCORAN Dr. Thomas J. VASICEK

Lynx Therapeutics Fortifies  
Senior Management Team

Kevin Corcoran has been promoted to president and CEO of Lynx Therapeutics Inc., Hayward, Calif. Mr. Corcoran has served as

Lynx's VP of operations for the last three years. He has been instrumental in developing and advancing existing commercial relationships and in establishing new commercial arrangements. Mr. Corcoran also was a member of the original development team for Lynx's Massively Parallel Signature Sequencing technology and has led Lynx's development of its next-generation MPSS instruments.

Mr. Corcoran succeeds Norrie Russell, Ph.D., who resigned his position as Lynx's president and CEO to pursue other interests.

Mr. Corcoran, who has been with Lynx for seven years, has 20 years of informatics and bio-instrumentation experience.

Lynx also has announced the addition of Thomas J. Vasicek, Ph.D., as VP, business development. Dr. Vasicek joins Lynx as a member of the senior management team and leads the business development efforts for MPSS and Protein ProFiler. Dr. Vasicek brings to Lynx considerable technical and business expertise in the field of gene expression analysis.

Dr. Vasicek, who studied chemistry and molecular biology, received a bachelor's degree at the Massachusetts Institute of Technology, has a doctorate degree from Harvard Medical School, and a postdoctoral degree from Princeton University.

### Nina V. GILES

Hyseq Names VP, Business  
Development



In her new position as VP of business development, Nina V. Giles leads the business development efforts of Hyseq Pharmaceuticals Inc., Sunnyvale, Calif.

Ms. Giles joins Hyseq from Incyte Genomics

Inc. where she held various positions in the commercial organization from 1997 to 2002; most recently serving as VP, business development, where she was a leading contributor to Incyte's revenue generation. Ms. Giles received her bachelor's degree from the University of California at Davis.

### Joseph KEYES Kevin RAKIN

Genaissance Management  
Appointments Reflect Focus  
on Commercialization

Genaissance Pharmaceuticals Inc., which is establishing the new field of personalized

medicine through the application of population genomics and informatics, has announced two promotions. Kevin Rakin, president of Genaissance Pharmaceuticals, has assumed the newly created position of chief operating officer, and Joseph Keyes has been promoted to VP and chief financial officer. Mr. Rakin previously held the position of chief financial officer.

Mr. Rakin, 41, has been responsible for the company's financing, business development activities, and investor relations. Mr. Rakin's new position reflects the importance that Genaissance is placing on executing its business plan of establishing additional corporate collaborations, and forming joint ventures and marketing alliances to generate a balanced portfolio of royalty-bearing agreements for pharmaceutical products.

Mr. Keyes, 44, joined Genaissance, located in New Haven, Conn., in March 2001 as executive director of finance. Mr. Keyes is a certified public accountant and brings to Genaissance more than 20 years of financial experience. Before joining Genaissance, Mr. Keyes was VP of finance for DSL.net Inc.

### Lee R. MCCRACKEN Dr. Gary WOODNUTT

Diversa Announces Key  
Pharmaceutical Management  
Appointments



Diversa Corp., a leader in applying proprietary genomic technologies for the rapid discovery and optimization of novel products from genes and gene pathway, has announced two key pharmaceutical management appointments.



Gary Woodnutt, Ph.D., has been appointed senior VP of pharmaceutical R&D, and Lee R. McCracken has been appointed senior VP of pharmaceutical business development.

These additions to Diversa's senior management are expected to increase the strength and commercial experience of Diversa's pharmaceutical group.

Dr. Woodnutt joins San Diego-based Diversa from GlaxoSmithKline with more than 20 years of experience in the pharmaceutical industry. As VP of microbiology at GSK, he was responsible for all aspects of anti-bacterial drug discovery and played a key role in the development and launch of a number of suc-

cessful antibiotics, including Augmentin, Timentin, and Bactroban.

Dr. Woodnutt received his B.S. in biochemistry and physiology at the University of Leeds and his Ph.D. in biochemistry and physiology from the University of Reading.

Before joining Diversa, Mr. McCracken was president and chief business officer of GenStar Therapeutics Corp.

Mr. McCracken holds a B.S. in commerce from Santa Clara University, a M.S. in computer science from the University of Dayton,

and a masters in business administration from The Anderson School at UCLA.

## Dr. Trevor J. NICHOLLS

### Affymetrix Creates Position of Chief Commercial Officer, Global Operations

Dr. Trevor J. Nicholls, D.Phil., has been appointed to the newly created position of chief commercial officer, global operations, at

Affymetrix Inc. In this position, Dr. Nicholls is responsible for leading the company's global sales, marketing, and manufacturing operations.

In his new position, Dr. Nicholls reports directly to Susan E. Siegel, president of Affymetrix.

Before joining Affymetrix, which is based in Santa Clara, Calif., Dr. Nicholls was founder and CEO of Oxagen Ltd.

Dr. Nicholls earned his B.S. and a D.Phil. in biochemistry from the University of York.

## Device/Diagnostics POOL

### Bill ELLIOTT

#### Executive VP Position Created at Quidel

Bill Elliott has joined Quidel Corp., a provider of rapid point-of-care diagnostic tests, in the newly created, officer-level position of executive VP.

In this role, Mr. Elliott is responsible on a global scale for Quidel's sales, marketing, medical affairs, and strategic planning and business development activities.

Mr. Elliott brings to Quidel, San Diego, more than 25 years of healthcare-related senior management experience. Before joining Quidel, Mr. Elliott was chairman, president, and CEO of Embion Inc.

imaging equipment, radiopharmaceuticals, and services based in Knoxville, Tenn., has selected Thomas J. Hook as president of CTI Services Inc. and senior VP of CTI Molecular Imaging Inc.

Educated and trained as an analytical chemist, Mr. Hook most recently held the position of general manager, global functional and molecular imaging, for GE Medical Systems.

With more than 15 years of business man-

agement and military experience, Mr. Hook has held a number of positions of increasing responsibility.

Mr. Hook received his bachelor's degree in chemistry and mathematics from St. Bonaventure University, a master's degree in chemistry from SUNY, Buffalo, and his MBA from Vanderbilt University. He served seven years in the Navy where he completed his nuclear engineering training at the Navy Nuclear Power School.

## Discovery POOL

### Taylor J. CROUCH

#### Discovery Partners International Appoints President and Chief Operating Officer



Discovery Partners International Inc., San Diego, has named Taylor J. Crouch president and chief operating officer. Mr. Crouch brings to the company more than 20 years of experience in the pharmaceutical industry and is responsible for the management of all of Discovery Partners' operating activities.

Mr. Crouch previously was president and CEO of Variagenics Inc.

Mr. Crouch received his B.S. in chemical engineering, cum laude, from Princeton University and his MBA in international finance and marketing from the University of Chicago.

at Nobex Corp., a drug-delivery company specializing in medicinal chemistry applied to optimizing the delivery of therapeutic drugs. Dr. Filbey joined Nobex, Research Triangle Park, N.C., in 1999 as executive director of business and market development and has been the key contributor to the company's growth through identifying and closing business agreements with pharmaceutical and biotechnology companies that leverage Nobex technology.

Before joining Nobex, Dr. Filbey led a protein drug delivery group for Aventis Research and Technology in Frankfurt, Germany.

Dr. Filbey earned her Ph.D. in physical chemistry at Virginia Polytechnic Institute in Blacksburg, Va., and did post-doctorate work at the CNRS, Centre National de la Recherche Scientifique, in Mulhouse, France.

### Dr. James GODSEY

#### Gen-Probe Expands Team



James Godsey, Ph.D., has joined Gen-Probe Inc. as executive VP, development, reporting to Henry L. Nordhoff, president and CEO.

Dr. Godsey has more than 25 years experience in the diagnostics industry, spanning both large and small companies. He comes to the San Diego-based diagnostics company from ThermoGenesis Corp., where he was president and chief operating officer.

### Thomas J. HOOK

#### CTI Molecular Imaging Fills Executive Position

CTI Molecular Imaging Inc., a provider of positron emission tomography and molecular

### Dr. Jennifer A. FILBEY

#### Nobex Announces Executive Promotion

Jennifer A. Filbey, Ph.D., has been promoted to VP of business and market development

## Emerging POOL

### Jim NEAL

#### Iconix Appoints CEO

Iconix Pharmaceuticals Inc., a chemogenomics company based in Mountain View, Calif., has appointed Jim Neal as CEO. Mr. Neal, who was previously executive VP of sales, marketing, and business development for Incyte Genomics, succeeds Keith Bostian, Iconix's founder.

Mr. Neal completed his B.Sc. in biology

and his M.Sc. in genetics and plant breeding at the University of Manitoba in Canada. He also holds an executive MBA from Washington University.

## Joe **SCHMIDT** Dr. David **STALKER**

### Ventria Bioscience Adds Two VPs to Management Team

David Stalker, Ph.D., and Joe Schmidt have been added to Ventria Bioscience's management team to advance its product commer-

cialization plans. Ventria Bioscience, located in Sacramento, Calif., is a development-stage biotechnology company engaged in the production of recombinant proteins that have applications in human and animal health.

Dr. Stalker is responsible for corporate development and for overseeing Ventria Bioscience's intellectual property, technology licensing, and blood-protein product management activities.

He received his Ph.D. in cell biology and biochemistry from the University of Cincinnati. In addition, Dr. Stalker was a postdoctoral fellow at the University of California, San Diego.

Before coming to Ventria Bioscience, Dr.

Stalker held several leadership positions at Calgene.

Mr. Schmidt leads Ventria Bioscience's business development efforts, including responsibility for the commercialization of the company's lead products, Lactoferrin and Lysozyme. He will work with Ventria's collaborators to successfully launch these products in human health and animal health.

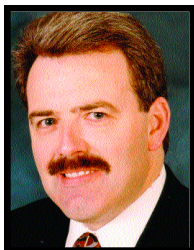
Mr. Schmidt has a MBA from The University of Chicago and a B.A. in finance from Wartburg College.

Before joining Ventria Bioscience, Mr. Schmidt was involved in business development, new product development, and finance at CyberCrop, Koch Industries, and Cargill.

## Supplier **POOL**

### Patrick G. **CHASSAIGNE**

#### PHT Appoints Executive VP of Global Sales, Marketing, and Strategic Alliances



PHT Corp., a provider of mobile and Web-based solutions for the electronic collection and management of clinical data, has tapped Patrick G. Chassaigne as executive VP of global sales, marketing, and strategic alliances.

Mr. Chassaigne is based in PHT's headquarters in Charlestown, Mass. Before joining PHT, Mr. Chassaigne was director of life-sciences solutions at Compaq Computer Corp.

### John **COLAIACOVO**

#### Quovadx Appoints Senior VP of North American Healthcare Sales



John Colaiacovo, newly appointed senior VP of North American healthcare sales, brings 25 years of healthcare sales management experience to Quovadx Inc., a provider of total business integration software and services.

Before joining Quovadx, Englewood, Colo., Mr. Colaiacovo was director of western regional sales at Oracle Corp. He holds a MHA from Ohio State University and a B.S. from West Liberty State College.

### Jan **FULTON** Dr. Bruce **MALOFF**

#### CB Technologies Announces Executive Hires

CB Technologies Inc., a clinical-trials technology company, has appointed Bruce Maloff, Ph.D., to the newly created position of chief clinical officer and Jan Fulton as senior VP of product development.

Before joining Exton, Pa.-based CB, Dr. Maloff was chief business officer for First Genetic Trust.

Dr. Maloff is an honors graduate with a bachelor of science degree in biology from Syracuse University and a Ph.D. in cellular physiology from The University at Albany.

As senior VP of product development, Ms. Fulton oversees the continued development of CB's MetaTrial clinical electronic data-capture software, managing the product development teams, product testing teams, and product extension teams.

Most recently, Ms. Fulton held the chief operating officer position at CyberShift Inc. Ms. Fulton is a Phi Beta Kappa graduate of the University of North Carolina at Chapel Hill.

### Dr. Ihor **GUSSAK** Former Aventis Director Joins eResearchTechnology

With more than 20 years of cardiology experience, Ihor Gussak, M.D., Ph.D., FACC, joins Philadelphia-based eResearchTechnology Inc. from Aventis Pharmaceuticals, where he served as associate global clinical director, cardiovascular global product realization.

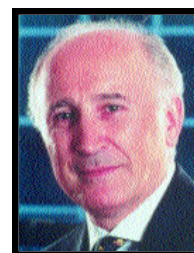
In addition to defining ECG analysis results for cardiac safety implications, Dr. Gussak will consult with eResearchTechnology's major

pharmaceutical clients on cardiac safety determination and use of the company's services and products during the protocol design process. He also is responsible for developing the ongoing strategy for eResearchTechnology's cardiac safety services and supporting technology, which will be driven through his formation and management of eResearchTechnology's medical advisory council.



### Fred **NAZEM**

#### New Round of Financing Leads to Change at Top for Aracel



In connection with a recapitalization plan, Fred Nazem of Nazem & Co. has become chairman of Horsham, Pa.-based Aracel Corp., a provider of validated, innovative, and proven e-clinical solutions that capture, maintain, analyze, distribute, manage, and report clinical-trial data.

"I am delighted to lead this investment in Aracel with the executive management team," Mr. Nazem says. "Pharmaceutical R&D must fundamentally change because of the discovery of the human genome. We are witnessing the dawning of a new age of drug discovery, longevity, and disease management where the need for clinical trials will increase by an order of magnitude. Aracel management's participation in the financing shows their faith in the extraordinary potential for eClinical Solutions to fundamentally change the way drugs are developed. As chairman, I look forward to growing Aracel into the premiere company in electronic clinical trials."



Dr. Stuart **PORTNOY**

PharmaNet Adds Former FDA Branch Chief to Staff

PharmaNet Inc., an international drug development company, has tapped Stuart Portnoy, M.D., as director of medical device consulting. Dr. Portnoy was most recently a branch chief and acting deputy director in the Center for Devices and Radiologic Health at the U.S. Food and Drug Administration.

Dr. Portnoy received his M.D. from George Washington University School of Medicine. He also holds a master of science degree in bio-engineering from the University of Pennsylvania and a bachelor of science degree in chemical engineering from Tufts University.

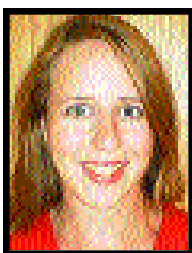
Dr. Portnoy is based in the Washington, D.C. office.

Service **POOL**

Lydia **ADAMS**

Rona **MCGREEVY**

Physicians Interactive Names New Director and Managing Editor



Physicians Interactive, a provider of interactive healthcare product promotion and education solutions for physicians and healthcare professionals, has appointed Rona McGreevy as the company's director of content

and compliance and Lydia Adams as managing medical editor.

Most recently, Ms. McGreevy held a position in global medical marketing at Baxter International.

Ms. Adams joins the Libertyville, Ill.-based company from Discovery International where she served as associate managing medical editor.

Patrick **BLAIR**

DeLor appoints Marketing VP



DeLor, a brand identity consultancy, has promoted Patrick Blair to VP of marketing, from director of marketing. Mr. Blair leads the firm's pharmaceutical business unit.

As a brand consultant

for DeLor, Mr. Blair has worked in development of product brand revitalizations and integrated communications programs.

Ora **GUY**

Sherrydean **HILL**

Kimbire

**JORDAN-HEGAMIN**

Zachary **LENTZ**

S.G. Madison Announces New Hires



S.G. Madison, Irving, Texas, a full-service medical education and marketing subsidiary of inChord Communications Inc., has announced the hire of several new employees: Ora Guy, Sherrydean Hill, Kimbire Jordan-Hegamin, and Zachary Lentz.



Ms. Guy has been named communications department coordinator. She is responsible for online registration and documentation for S.G. Madison and The Center for Biomedical Continuing Education meetings, including honoraria and expense tracking. Previously, Ms. Guy was media secretary/assistant for Temerlin McClain.



Ms. Hill has been named communication/database coordinator.

Before joining the company, she was project coordinator at Sprint PSC.

Ms. Jordan-Hegamin has been named speaker corps manager. Her responsibilities include planning and coordinating meetings and engagements for physicians. Previously, she was VP of corporate events for One World Events.

Mr. Lentz has been named account executive. Previously, he worked as publications marketing manager at Physician's Education Resource/Cancer Information Group in Dallas.

Kim **MCANDREWS**

Medicalliance Appoints Account Manager

Medicalliance Inc., a medical education agency located in Columbia, Md., has

appointed Kim McAndrews as an account manager.

Before joining Medicalliance, Ms. McAndrews was a public relations account manager for a full-service marketing communications agency where she was involved in project management, media relations, product launches, event planning, and advertising.

Medicalliance helps clients enhance market positioning and alignment or realignment of pharmaceutical and managed-care products at any stage of their life cycle.



Diane **SHAMY**

ClinPhone Expands Project Team



ClinPhone Inc. has appointed Diane Shamy to its clinical project team as the company continues to build its U.S. operation, which is based in Princeton, N.J. The clinical-trial management company's headquarters

are based in Nottingham, U.K.

As a clinical project coordinator, Ms. Shamy is responsible for working with both sponsor pharmaceutical companies and ClinPhone's internal operations team to ensure all IVR requirements of sponsor protocols are met.

Ms. Shamy has an extensive background in project management and laboratory operations, training, and investigator presentations. She brings more than five years of experience in laboratory procedures and project management as well as two years as a clinical trials project manager with LabCorp.

Lee **SHAPIRO**

Allscripts Appoints President



Allscripts Healthcare Solutions, Libertyville, Ill., a provider of point-of-care decision support tools for physicians, has announced that Lee Shapiro has been promoted to president.

Glen Tullman continues in his role as chairman and CEO.

Most recently, Mr. Shapiro, who has been with the company for two years, was executive VP, business development. Mr. Shapiro is a graduate of The Law School at The University of Chicago.

Media **POOL**

Dr. Anthony N.

**DEMARIA**

Editor in Chief Named for the Journal of the American College of Cardiology

Anthony N. DeMaria, M.D., vice chairman of medicine at the University of California-San Diego and a cardiologist recognized for his clinical, academic, and leadership experience in the field, has been named editor in chief of the Journal of the American College of Cardiology. JACC is the nation's leading source of clinical information on cardiology for healthcare professionals.

Dr. DeMaria has been active in the three basic areas of academic medicine — investigator, teacher, and clinician. He also has considerable administrative experience, serving as chief of the cardiology division at two institutions over a 19-year period.

At the University of California-San Diego, where he has been the division chief for nine years, he also has been the vice chairman of medicine until resigning to become editor of JACC. In addition, he has served as the president of both the American College of Cardiology and the American Society of Echocardiography.

Dr. DeMaria takes over as editor of JACC following the 10-year tenure of Dr. William Parmley.

Agency **POOL**

Daniel **ARENHOLM**

Ribotsky Worldwide names VP and General Manager



Daniel Arenholm has been named VP and general manager of the healthcare communications agency, Ribotsky Worldwide, located in Somerset, N.J.

Previously, Mr. Arenholm held a position at Publicis MSW in France. Mr. Arenholm, a native of Sweden, also managed worldwide communications projects including, Ericsson worldwide, Galderma, SchlumbergerSema, and SVT, the Swedish Television Network.

Rita **BRETT**

Adair-Greene Selects Industry Veteran as Senior VP and Creative Director



Rita Brett, a 20-year industry veteran, has been named senior VP and creative director at Atlanta-based Adair-Greene Healthcare Communications, a full-service marketing communications agency, and division of Adair-Greene Inc., which in turn is a division of McCann-Erickson WorldGroup.

Ms. Brett has assumed overall responsibility for the creative department and reports directly to Rich Levy, president and chief operating officer of Adair-Greene.

Ms. Brett previously was VP at Lally McFarland & Pantello, where she served as art/creative director on a number of accounts. She was instrumental in assisting with the global launch of Bextra, a Cox-2 inhibitor being marketed by Pfizer Inc. and Pharmacia Corp.

A graduate of Hampshire College in Amherst, Mass., Ms. Brett studied advertising and design at the School of Visual Arts. She has won awards from the Rx Club, the Art Director's Club, and the Advertising Club of New York.

Jo Ann **CAMPBELL**

Julia **FARALDO**

Lori **MATHEWS**

Johanna **OSBORNE**

Laura **SCHUTZE**

Jody **WILK**

CommonHealth Agencies Announce Hires and Promotions

Three CommonHealth companies have added new staff members to strengthen their teams. CommonHealth, a global healthcare communications network, is a WPP Group company.

ProCom International, CommonHealth's medical-education company, has announced the addition of Jo Ann Campbell and Johanna Osborne to its team.

Ms. Osborne has been



named VP, professional relations. In her new position, Ms. Osborne plays a role in directing strategic medical-education programs supporting her assigned accounts.

In addition, she works to secure new business opportunities for the company. Before joining ProCom, Ms. Osborne was VP, business development, with University Research Associates Rx.

Ms. Campbell has joined ProCom International, CommonHealth's medical education division, as an associate program manager. She is responsible for the implementation of medical-education programs in congruence with her clients' marketing objectives.

Ms. Campbell formerly was an associate project director with Hyphen.

Thomas Ferguson Associates, CommonHealth's founding professional advertising and promotions unit, has announced three account-related promotions.

At the agency, Julia Faraldo has been promoted to account executive from assistant account executive.

Lori Mathews has been named account supervisor at Thomas Ferguson from senior account executive. Ms. Mathews' responsibilities include strategic consulting and new-product concept development.

In other Thomas Ferguson news, Jody Wilk has been promoted to account supervisor from senior account executive. In her expanded position, Ms. Wilk manages the overall daily business activities and remains responsible for both strategic and tactical activities on her assigned accounts.

The Quantum Group, a CommonHealth consumer advertising and promotions company, has strengthened its account services team through the addition of Laura Schutze, who joins the agency as an account supervisor.



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

Pardon us ...

In the July/August issue of PharmaVOICE, Advanced Clinical Communications Inc. was listed as being in New Hope, Pa., the company is located at River Walk, 201 S. Main St., Lambertville, N.J. 08530; phone (609) 397-4100. PharmaVOICE apologizes for the error.