



Pharma POOL

Stanley **BARSHAY**
Dr. Stephen **CHANG**
Dr. John **CURNUTTE**
Dr. Thomas **KOESTLER**
Dr. Catherine **STRADER**

Schering-Plough Implements Organizational Changes

Schering-Plough has announced organizational changes within Schering-Plough Research Institute (SPRI) designed to fully integrate all drug-discovery functions within SPRI, the pharmaceutical research and development arm of Schering-Plough, a research-based pharmaceutical company located in Kenilworth, N.J.

John Curnutte, M.D., Ph.D., formerly president and CEO of DNAX Research, a wholly owned subsidiary of Schering-Plough, now reports to Catherine Strader, Ph.D., executive VP of discovery research at SPRI. Dr. Curnutte has assumed responsibility for all drug-discovery activities in the SPRI laboratories in California, including research activities at Canji, a wholly owned subsidiary of Schering-Plough.

Reporting to Dr. Curnutte in his new role is Stephen Chang, Ph.D., VP and chief scientific officer of Canji. Dr. Chang continues to be responsible for directing the research activities of the Canji organization.

Dr. Strader is responsible for directing the activities of the SPRI discovery research organization, which includes biological research, chemical research, and technology acquisition and external collaboration.

Dr. Strader holds a Ph.D. in chemistry from the California Institute of Technology and a B.S. in chemistry from the University of Virginia.

In addition, Thomas P. Koestler, Ph.D., has been appointed executive VP of worldwide regulatory affairs, worldwide research quality assurance and project management, at SPRI.

In this role, Dr. Koestler, 52, is focusing his efforts on globalizing regulatory affairs, supporting critical quality assurance activities within SPRI, and strengthening the link between the global pharmaceutical business operations and SPRI through the project management process.

He also has assumed leadership of the allergy/inflammation therapy team, charged with developing strategies and direction for this key therapy area.

Before joining Schering-Plough, Dr. Koestler served as senior VP and head of global regulatory affairs at Pharmacia.

Dr. Koestler received his Ph.D. from the State University of New York (SUNY) at Buffalo, Roswell Park Memorial Institute, where he studied medicine and pathology.

In other company news, Stanley Barshay has been appointed chairman of Schering-Plough's consumer healthcare business.

Mr. Barshay's appointment is another element in the action steps implemented by Fred Hassan, Schering-Plough's chairman and CEO, to build a strong company for the long term.

Mr. Barshay has an extensive background in healthcare and related consumer products with American Home Products (now Wyeth), and led successful marketing strategies for Centrum, Robitussin, and Dimetapp. While at American Home Products he was promoted in 1987 to senior VP charged with overseeing the consumer businesses.

He also served on the corporation's finance and operations committees. He retired from

Wyeth in 1997 and has remained active in the healthcare arena.

Dr. Lars E. **BIRGERSON**

Roche Names VP, Medical Affairs

Roche, Nutley, N.J., has appointed Lars E. Birgerson, M.D., Ph.D., as VP of medical affairs.

In his new position, Dr. Birgerson, who is a member of the company's senior executive management group, the North American Operating Committee, is responsible for overseeing medical affairs activities in the United States.



Dr. Birgerson has joined Roche from Pharmacia, where he was group VP of global medical affairs, with responsibility for all medical marketing activities in the United States and overall global strategic responsibility.

A licensed physician and specialist in obstetrics and gynecology, Dr. Birgerson received his medical degree from Sweden's Uppsala University, followed by a Ph.D. in obstetrics and gynecology.

He was a practicing physician before joining Kabi Pharma in Sweden as associate medical director for urology/gynecology and later, medical director in the same area.

Within the Pharmacia & Upjohn and Pharmacia organizations, he served in several capacities, including VP of women's healthcare pharma business; VP of urology and women's healthcare business; and VP, head of corporate licensing.

Dr. Birgerson has published numerous journal articles and also was a lecturer at Uppsala University.

Yasuchika **HASEGAWA** Kunio **TAKEDA**

Takeda Appoints Chairman and President

Takeda Chemical Industries, a research-based global company focused on pharmaceuticals, has announced executive changes. Dr. Masahiko Fujino has retired from his position as chairman of the board of the Osaka, Japan-based company.

Kunio Takeda, previously president of the company, has assumed the position of the chairman. Yasuchika Hasegawa, a member of the board and general manager of the corporate planning department, has assumed the position of president.

Mr. Takeda presides at the board of directors meeting and is responsible for strategic decisions on overall management issues of the Takeda Group. Mr. Hasegawa, who also is chief operating officer, is responsible for all the operational issues.

Biotech POOL

Dr. Kenneth W. **BAIR**

Carl **PELZEL**

Chiron Announces Expanded BioPharma Leadership



Chiron has appointed Kenneth W. Bair, Ph.D., as senior VP, head of biopharma research of Chiron BioPharmaceuticals, and Carl Pelzel as senior VP of biopharma commercial operations of Chiron BioPharmaceuticals. Chiron, Emeryville, Calif., is a global biotechnology company.



Dr. Bair has assumed responsibility for Chiron BioPharmaceuticals' research programs, including chemistry, biology, applied biochemistry, and discovery projects. He also works with the research heads of Chiron's Vaccines and Blood Testing business units to promote organizational synergies.

Dr. Bair joins Chiron from Pharmacia, where he was VP of discovery oncology. He also led oncology research programs during five years with Novartis Pharmaceuticals and five years with Sandoz Pharmaceuticals.

Dr. Bair was a Damon Runyon-Walter Winchell Cancer Foundation Post-doctoral Fellow at the Massachusetts Institute of Technology.

He holds a Ph.D. in organic chemistry from Brandeis University and master's and bachelor's degrees from Wayne State University.

In his newly created position, Mr. Pelzel has global responsibility for sales and marketing for new and existing biopharmaceuticals products, as well as medical affairs.

Mr. Pelzel most recently was president and CEO of Invenux, a drug-dis-

covery company. He holds a bachelor's degree in biology from Hartwick College.

Dr. Andrew C. **CHAN**

David **LOGAN**

Genentech Announces Senior Appointments in Research and Commercial Operations

The biotechnology company Genentech has added two senior executives to its research and commercial operations organizations. Andrew C. Chan, M.D., Ph.D., has been promoted to VP of research-immunology and David Logan has been promoted to VP of specialty therapeutics.

Dr. Chan, 43, joined Genentech, South San Francisco, Calif., in 2001 as senior director of immunology in the research department. While at Genentech, Dr. Chan has been responsible for overseeing research programs focused on the role of the immune system in cancer and various immunological disorders. In his new position, Dr. Chan continues to supervise Genentech's immunology research program for the treatment of immune-mediated and inflammatory disorders.

He received his bachelor's and master's degrees in chemistry from Northwestern University, and his medical degree and doctorate in cellular and developmental biology from the Washington University School of Medicine in St. Louis. He completed his

internship and residency in internal medicine at Barnes Hospital at Washington University School of Medicine before becoming a post-doctoral clinical and research fellow at the University of California, San Francisco.

Mr. Logan, 48, joined Genentech in 1987 as a clinical marketing specialist in the company's field salesforce.

Most recently, in 2001, Mr. Logan was named senior director of sales and marketing in the specialty therapeutics division. In his new position, Mr. Logan continues to oversee all sales and marketing activities associated with Genentech's Growth Hormone franchise, Pulmozyme and the potential psoriasis treatment, Raptiva.

Mr. Logan holds a bachelor's degree in communications from the University of Alabama.

Duke **COLLIER**

Mark **ENYEDY**

Dr. Georges **GEMAYEL**

Ann **MERRIFIELD**

Jan **VAN HECK**

Genzyme Announces Expansion of Senior Management Team

Genzyme has added to its senior management team as the company continues to

PhRMA APPOINTS COMMUNICATIONS VP

ED **BELKIN**

The Pharmaceutical Research and Manufacturers of America has named Ed Belkin VP of communications. PhRMA, Washington, D.C., 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.

"PhRMA will be playing an increasingly active agenda-setting role in health policy debates," says PhRMA President Alan Holmer. "Ed's track record of taking the initiative to define healthcare issues is a perfect fit with this effort. As a result, policy makers, the media, and the public will gain broader understanding of the cutting-edge role new, high technology medicines play in improving healthcare and delivering value to patients."

Mr. Belkin previously was a senior VP in Hill & Knowlton's Washington office. He has worked at all levels of news gathering, decision-making, and management in the media and specializes in media strategy. Among his recent assignments, he provid-

ed counsel on the SARS epidemic to the Minister of Health for the Province of Ontario, Canada.

Previously, Mr. Belkin served as senior director of communications for former U.S. Senator Dave Durenberger (R-MN), advising on communications strategies, including healthcare reform.

Before that, he was managing editor at the NBC Radio Network in Washington and New York.

Mr. Belkin also was executive editor and news director at KYW Newsradio in Philadelphia, where he managed the country's top-rated all-news operation.

Mr. Belkin is a graduate of Syracuse University with a dual bachelor of arts degree in broadcast journalism and political science.



Ed Belkin has been named VP, communications, at PhRMA.

expand. Georges Gemayel, Ph.D., has joined the company as an executive VP, with the company's two largest business units, therapeutics and renal, reporting to him. Genzyme, Cambridge, Mass, is a global biotechnology company.

Dr. Gemayel, 43, joins Genzyme after 16 years at Roche, where most recently he led one of its largest and fastest-growing businesses, the U.S. Specialty Care unit, which includes products in oncology, transplantation, hepatitis, HIV, and dermatology.

In addition to Dr. Gemayel's appointment, Genzyme has announced several other senior management changes.

Genzyme has consolidated global responsibility for manufacturing of all therapeutic and biosurgery products under the direction of Executive VP Jan van Heek, who also oversees Genzyme Biosurgery and Genzyme Genetics.

Ann Merrifield has been appointed president of Genzyme Biosurgery, and continues to direct the orthopedics and biosurgical specialties businesses, including marketed products Synvisc, Septra anti-adhesion products, and Carticel.

Executive VP Duke Collier directs Genzyme's molecular oncology and cardiovascular business units, both of which have early-stage products in clinical trials.

Mr. Collier's focus is to create significant business opportunities for Genzyme in each of these high potential areas.

Mark Enyedy has been named senior VP and general manager of Genzyme Molecular Oncology, replacing Gail Maderis, who has left the company to head an early stage California-based biotechnology company.

Dr. Willard **DERE**

Amgen Names VP, Global Inflammation Clinical Development

Amgen has appointed Willard Dere, M.D., to the position of VP and head of the inflammation therapeutic area, one of the company's three core research and development programs. Amgen, Thousand Oaks, Calif., is a global biotechnology company.

Dr. Dere oversees global development efforts for all new inflammation product candidates and new indications for Amgen's currently marketed inflammation therapies, Enbrel and Kineret.

Dr. Dere joins Amgen after nearly 14 years at Eli Lilly, where most recently he served as VP of endocrine, bone, and general medicine research and development.

In addition, since 1989 Dr. Dere has held an academic appointment at Indiana University School of Medicine, where he was clinical associate professor, and hospital appointments at Wishard Memorial Hospital and Richard

Roudebush Veterans Administration Medical Center.

Dr. Dere received his medical and undergraduate degrees from the University of California at Davis.

He pursued clinical training at the University of Utah affiliated hospitals and the University of California at San Francisco affiliated hospitals. He was an assistant professor at the University of Utah School of Medicine and held hospital appointments at the University of Utah Health Sciences Center and Veterans Administration Medical Center in Salt Lake City.

David J. **GURY**

Thomas H. **MCLAIN**

Nabi Biopharmaceuticals Names CEO



Nabi Biopharmaceuticals has elected Thomas H. McLain, president and chief operating officer, as the company's CEO. Nabi, Boca Raton, Fla., discovers, develops, manufactures, and markets products that power the immune system to help people with serious, unmet medical needs.

The appointment follows David J. Gury's decision to retire. Mr. Gury, chairman and CEO for the company, has retired as CEO, but continues to

serve as nonexecutive chairman of the board to the end of his term in May 2004.

Roger L. **HAWLEY**

William R. **RINGO**

InterMune Announces Executive Management Changes



InterMune has named William R. Ringo to serve as executive chairman and interim CEO, following the resignation of Scott Harkonen, M.D., president and CEO. Dr. Harkonen remains a member of the board.

InterMune, Brisbane, Calif., a commercial-driven biopharmaceutical company, also has announced that the board has established a search committee and engaged an executive

search firm to identify qualified candidates to fill the position of president and CEO. Dr. Harkonen founded InterMune in February 1998. He served as a member of the board and as CEO and president since the company's inception, and as chairman from January 2000 until May 2003.

Mr. Ringo has served as a member of the board since June 2002 and was elected nonexecutive chairman in May 2003.

Previously, Mr. Ringo was with Eli Lilly, where he most recently served as product group president, oncology and critical care products, from June 1999 until his retirement in February 2001.

In addition to serving on the board of InterMune, Mr. Ringo is a member of the board of directors of Praecis Pharmaceuticals, Encysive Pharmaceuticals, La Jolla Pharmaceuticals, Inspire Pharmaceuticals, and a number of private companies. Mr. Ringo holds a MBA from the University of Dayton.



In other company news, InterMune has named Roger L. Hawley executive VP of commercial operations.

Mr. Hawley is responsible for developing and implementing comprehensive marketing and sales strategies for the company's three marketed products, Infergen, Actimmune, and Amphotec, and for oritavancin, the company's intravenous investigational antibiotic. In addition, he is responsible for long-range commercial planning for the company.

Previously, he was VP of sales for the U.S. western region for the central nervous system and gastrointestinal division at GlaxoSmith-Kline.

Biopharmaceutical **POOL**

Dr. Graham **BURTON**

Dr. Michael **VANDER ZWAN**

Celgene Announces New Additions to Senior Management Team

Celgene has appointed Graham Burton, M.D., Ph.D., as senior VP of regulatory affairs, pharmacovigilance, and project management, and Michael Vander Zwan, Ph.D. as VP of quality assurance and compliance. Celgene, Warren, N.J., is an integrated biopharmaceuti-

tical company engaged primarily in the discovery, development, and commercialization of novel therapies for the treatment of cancer and inflammatory diseases through gene and protein regulation.

Dr. Burton has joined Celgene with more than 15 years of strong global regulatory relationships. His most recent position was as senior VP of global regulatory affairs and quality assurance at Johnson & Johnson Pharmaceutical Research & Development.

In his new role at Celgene, Dr. Burton fosters strong relationships with global regulatory agencies and manages the Celgene drug safety pharmacovigilance worldwide department. He also is a member of the company's senior management team.

Dr. Vander Zwan has more than 25 years of pharmaceutical experience and most recently was VP of compliance and quality management at Pharmacia where he developed and implemented a global compliance management function. Dr. Vander Zwan also is a member of the Celgene senior management team.

Dr. John **MCKEARN**

Kalypsys Appoints
Chief Scientific Officer

Kalypsys has appointed John McKearn, Ph.D., as chief scientific officer. Kalypsys, La Jolla, Calif., is a biopharmaceutical company that uses advanced automation technologies to first evaluate drug candidates in cellular models of disease and then optimize the safety and efficacy of select candidates.

Dr. McKearn formerly was the senior VP of discovery research at Pharmacia. While at Pharmacia, Dr. McKearn created an integrated worldwide drug-discovery team of more than 1,600 research scientists after the merger of Pharmacia & Upjohn with Monsanto and its G.D. Searle unit.

Dr. McKearn has more than 40 issued patents in the area of blood cell development, cancer, and inflammation treatment and has coauthored more than 70 peer-reviewed scientific papers.

He holds a bachelor's degree in biology from Northern Illinois University and a Ph.D. in immunology from the University of Chicago.

Jerry **SMITH**

HNS/Nova BioGenetics Appoints
Pharmaceutical Business
Development President

Healthcare Network Solutions/Nova BioGenetics has tapped Jerry Smith as president of pharmaceutical business development.

Nova BioGenetics is a biopharmaceuticals company based in Atlanta.

Mr. Smith has extensive experience in the pharmaceutical industry, serving more than 34 years at Pharmacia, Pharmacia-Upjohn, and its predecessors.

Mr. Smith has held positions in sales, marketing, field research, and management. He received his bachelor of science in biology and chemistry from Arkansas State University.

Lewis **STUART**

CV Therapeutics
Appoints VP of Sales

CV Therapeutics has named Lewis Stuart VP of sales. In this newly created position, Mr. Stuart is responsible for the strategic leadership and overall management of the field sales organization for Ranexa and other potential CV Therapeutics products.

CV Therapeutics, Palo Alto, Calif., is a biopharmaceutical company focused on applying molecular cardiology to the discovery, development, and commercialization of novel, small-molecule drugs for the treatment of cardiovascular diseases.

Mr. Stuart has joined CV Therapeutics with more than 20 years of sales and marketing experience. Mr. Stuart served for six years as VP of sales at Agouron Pharmaceuticals, a Pfizer company. He also directed the sales teams for several cardiovascular products at Bristol-Myers Squibb.

Mr. Stuart holds a bachelor of arts in marketing communications from Virginia Polytechnic and State University.

Specialty **POOL**

Dr. Karen **AUDITORE-HARGREAVES**

Jack L. **BOWMAN**

NeoRx Names CEO and
Chief Operating Officer

NeoRx has appointed Jack L. Bowman as CEO and Karen Auditore-Hargreaves, Ph.D., as chief operating officer. Seattle-based NeoRx is a cancer therapeutics company that develops products for targeted delivery of anti-cancer agents, including radiopharmaceuticals, to tumor sites.

A director of NeoRx since 1994, Mr. Bowman was appointed executive chairman and chairman of the board of directors in March 2003. He continues to serve as chairman.

Previously, Mr. Bowman was company group chairman of Johnson & Johnson, a position he retired from in 1993.

Douglass B. Given, M.D., Ph.D., who has served as president, CEO, and a director of NeoRx since July 2001, has resigned from these positions. He is rejoining Bay City Capital as an executive in residence.

Dr. Auditore-Hargreaves joined NeoRx as VP of research and development in May 1999 and became senior VP of research and development in September 2001.

Dr. Auditore-Hargreaves earned a Ph.D. in genetics from the University of California, Davis, and received her postdoctoral training at the Massachusetts Institute of Technology Center for Cancer Research.

Elizabeth S. **CLARKE**

Leo **PAVLIV**

Cumberland Appoints
Senior Executives



Executive appointments have been announced at Cumberland Pharmaceuticals, a Nashville, Tennessee-based company formed to acquire and market a portfolio of niche pharmaceuticals to specific physician specialties, such as gastroenterology, pulmonology, critical care, and emergency medicine. Leo Pavliv has been named VP of operations and Elizabeth S. Clarke has been named director of business development.

Mr. Pavliv brings more than 19 years of experience developing pharmaceutical and biological products to Cumberland. In his new role, Mr. Pavliv is responsible for a combination of manufacturing, product development, quality affairs, and regulatory activities. He most recently served as VP of pharmaceutical development at Cato Research, a full-service contract research and development organization. He received both his degree in pharmacy and his master's of business administration from Rutgers University.

Ms. Clarke is responsible for evaluating and negotiating product acquisition agreements and coordinating the due-diligence process. Previously, she served in a number of sales, marketing, and business development roles during her eight years with Eli Lilly, including senior manager of strategic planning. She received both a bachelor's in mechanical engineering and a master's of busi-

ness administration in marketing from Vanderbilt University.

Dr. Arthur R. KAMM

Salix Pharmaceuticals Names Senior VP, Research and Development, and Chief Development Officer

Arthur R. Kamm, Ph.D., has joined Salix Pharmaceuticals as senior VP of research and development and chief development officer. Salix, Raleigh, N.C., develops and markets prescription pharmaceutical products for the treatment of gastrointestinal diseases.

Dr. Kamm has served in a consulting capacity with Salix since January 2003. He has more than 20 years of experience that spans the various aspects associated with the clinical development and regulatory approval of medical products, including proprietary and over-the-counter pharmaceutical products, biotechnology products, and medical devices.

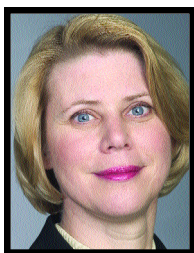
Before joining Salix, Dr. Kamm was president, CEO, and founder of A.R. Kamm Associates, a strategic-level consulting and medical product development service organization. Before founding A.R. Kamm Associates, Dr. Kamm held the posts of VP of clinical development and VP of Zantac development for Glaxo.

Dr. Kamm received a B.S. in biology from University of South Carolina and Ph.D. in biochemistry from Medical College, University of Arizona.

Generic POOL

Sylvia S. MCBRINN

Andrx Names Executive VP, Branded Pharmaceuticals



Andrx has named Sylvia S. McBrinn executive VP of Andrx Laboratories, where she leads the company's brand pharmaceuticals sales and marketing efforts. Andrx, Davie, Fla., develops and commercializes bioequivalent versions of controlled-release brand name pharmaceuticals.

She has more than 25 years of experience in the pharmaceutical industry, including U.S. and global responsibilities in sales, sales management, and marketing management.

Most recently, Ms. McBrinn was a VP of glob-

al and U.S. marketing for Bextra at Pharmacia. Ms. McBrinn began her career with Upjohn in sales, progressed to sales management, and after Upjohn merged to become Pharmacia, she moved into more senior positions in sales and marketing, including VP of global and U.S. marketing in neurology, which ultimately led to her being responsible for the Bextra product launch.

Discovery POOL

Paul HAMELIN

Elitra Pharmaceuticals Announces Appointment of CEO

Paul Hamelin has been promoted to CEO of Elitra Pharmaceuticals and has been elected to serve as a member of the board of directors. San Diego-based Elitra Pharmaceuticals' focus is on antimicrobial drug discovery and focuses on the identification, development, and commercialization of novel antimicrobial compounds.

Mr. Hamelin joined Elitra in May 2002 as president and chief operating officer after spending 22 years as a pharmaceutical executive. Harry Hixson, the former CEO, remains as the chairman of Elitra's board of directors.

Mr. Hamelin brings significant experience to Elitra in product development and commercialization as a senior pharmaceutical executive with Pharmacia, Searle, Abbott Laboratories, Eli Lilly, and most recently as senior VP of global commercial operations with Millennium Pharmaceuticals.

CRO POOL

Sue

DEVENISH-MEARES

Carolyn **MAKI**

Brian **MOONEY**

Susanne **OLTZ**

Sebastian **PACIOS**

PRA International Promotes Key Managers

PRA International, a global clinical research organization based in McLean, Va., has announced several senior management



promotions to support the company's plans for continued expansion and growth.

Brian Mooney has been promoted to VP of global project management. Mr. Mooney is advancing the roll out of the PRA Compass Management procedures and continues to assure global project management consistency. He operates from PRA's office in Eatontown, N.J.

Sebastian Pacios has been promoted to VP of operations, countries group. As the new head of the countries group, Mr. Pacios brings valuable experience and an international perspective to this team. The countries group now includes European clinical monitoring operations, and Mr. Pacios also is managing PRA's international partners relations. He has relocated from the Spain office to McLean, Va.

Sue Devenish-Meares has moved to VP of operations, Philadelphia office. Ms. Devenish-Meares brings a sound global perspective to the Philadelphia office with her clinical research organization industry expertise and international knowledge. She has relocated from PRA's office in Australia.

Carolyn Maki has been promoted to VP of proposals and contracts. Ms. Maki is responsible for centralizing and managing all proposals and contracts globally. Ms. Maki continues to operate from PRA's office in Charlottesville, Va.

Susanne Oltz has moved to VP of business operations. Ms. Oltz oversees PRA's business operations worldwide and is based in Eatontown, N.J.

Service POOL

Gerard **CIGNARELLA**

CHS Welcomes New Member to Marketing Professionals Team

CHS, a provider of pharmaceutical and biotech contract marketing services, has added Gerard Cignarella to its team. Mr. Cignarella is

responsible for providing a broad range of marketing solutions and best-practices insights to his clients. Based in Scottsdale, Ariz., CHS is a subsidiary of inChord Communications, a global group of communications companies.

Mr. Cignarella joins CHS from Natesth Pharmaceutical Co., where he was senior director of global marketing and business development. He was responsible for design, implementation, and management of drug-development programs. In addition, he also was responsible for all post-launch commercialization activities.

Mr. Cignarella is working toward his master's in business administration for marketing/finance and holds a master's degree in pharmaceutical science, both from Long Island University. He also holds a bachelor's degree in pharmacy from St. John's University.

Susan MONTANILE

Medi-Promotions Hires VP, Business Development



Medi-Promotions, Hasbrouck Heights, N.J., has hired Susan Montanile as VP of business development. Medi-Promotions is a pharmaceutical marketing services provider.

Ms. Montanile is responsible for developing solutions-based personalized promotion for advertising agencies and their clients.

Formerly publisher of Sports 03, Ms. Montanile has an extensive sales background in healthcare print and alternative media, sampling, and compliance programs and began her career as a registered nurse. She is a graduate of Pennsylvania State University.

Greg TURNER

InfoPro Names Industry Veteran to Head Up Sales and Business Development

Greg Turner has been appointed as senior director of sales and business development for North America at InfoPro Solutions, Westlake Village, Calif., which develops, implements, and maintains enterprise-class systems for the drug-development markets within the pharmaceutical and biotechnology industries.

Mr. Turner has assumed responsibility for the development of new accounts and key account management for North America. Mr. Turner has more than 30 years of experience in executive sales management and the selling of high-end IT solutions to Fortune 100 companies. He also is responsible for selling the Clinicopia Suite, which includes forecasting, process execution, supply chain, labeling, and drug accountability.

Before joining InfoPro Solutions, Mr. Turner held senior sales management positions at companies such as Business Engine Software, TopTier Software (SAP Portals), QAD, and DEC.

Mr. Turner has a B.E. honors in mechanical engineering from the University of Technology of Sydney, with a minor in biomedical engineering. He also studied advanced accounting and economics at Macquarie University in Sydney, Australia.

Barry ZIMMERMAN

Market Measures/Cozint Appoints CEO



Barry Zimmerman has been appointed CEO at Market Measures/Cozint, East Hanover, N.J., a NOP World Health company, which is a unit of NOP World, a wholly-owned subsidiary of U.K.-based United Business Media.

Mr. Zimmerman joined NOP World Health in August 2002, as its executive VP of strategic account development. In that role, he helped bring pharmaceutical management end-to-end research and consulting solutions, drawing on the portfolios of Market Measures/Cozint and its two healthcare sisters, Strategic Marketing and NOP Healthcare.

In addition, he supported the successful launch of NOP World Health's new Scrip-Driver service, the first sales and marketing productivity tool that links brand health, patient dynamics, and promotional activity to prescribing decisions.

Medical Education POOL

Cynthia DARIN

Anthia MANDARAKAS

Laura NOLAN

Dr. Richard SCHIFMAN

Dr. Ramana

YALAMANCHILI

Health Learning Systems Promotes Four and Hires One

Health Learning Systems (HLS), CommonHealth's founding medical-education unit located in Wayne, N.J., has announced four

promotions and one new hire to support its recent new business wins. CommonHealth is a leading healthcare-communications resource and a WPP Group company.

Cynthia DaRin has been promoted to senior VP of operations from VP of meetings management and data services. In her new role, Ms. DaRin's responsibilities include overseeing the operations of the program management, medical direction, meetings management, and creative services departments.



Ramana Yalamanchili, Ph.D., has advanced to senior VP, director of medical affairs, from VP, director of medical affairs. Dr. Yalamanchili's responsibilities include managing medical direction, medical writing, and publication planning.



Laura Nolan has been promoted to VP of meetings management and data services from senior manager of meetings. In her new role, Ms. Nolan is responsible for the overall management of those departments that produce live events, lectures, and advocacy databases.

Anthia Mandarakas has been promoted to senior director of program planning and development from director of program planning and development. In her new role, Ms. Mandarakas is responsible for the overall management of multiple program teams and plays a vital role in developing new business opportunities.



Richard Schifman, M.D., has joined Health Learning Systems as senior medical director. Before joining HLS, Dr. Schifman served as medical director of anti-infective agents at Roche Laboratories USA.

Consulting POOL

Bonnie GUSTAFSSON

Meaghan NELSON

MBS/Vox Adds to Management Team

MBS/Vox, CommonHealth's research-based consultancy unit specializing in the

analysis of physician-patient communication in actual in-office visits, has added two new employees to its management team.



Meaghan Nelson has joined MBS/Vox, Wayne, N.J., as an account supervisor. Included in her responsibilities is the analysis and presentation of findings for much of the unit's collection of physician-patient communications.

Before taking the position at MBS/Vox, Ms. Nelson was employed by Morgan Stanley as a human resource generalist.

She received her master's in sociolinguistics from Georgetown University in 2002, where she studied under Heidi Hamilton, an MBS/Vox founding consultant.



Bonnie Gustafsson has joined MBS/Vox as an analyst.

With 25 years of experience in medical publishing, Ms. Gustafsson's primary focus at the company is on the examination of

interpersonal communications within a doctor's office to help clients better understand the doctor-patient relationship and its potential impact on their brands.

Before her MBS/Vox position, Ms. Gustafsson was a freelance writer, editor, and desktop publisher for a number of local and national companies.

Courtney MARTIN

Furia Rubel Adds Account Manager to Staff



Furia Rubel Communications, a Perkasio, Pa.-based public-relations and consulting firm, has added Courtney Martin as its newest account manager.

Ms. Martin is responsible for coordinating the agency's day-to-day activities.

Ms. Martin recently received her bachelor's in marketing from West Chester University. During her education, she completed an internship with Express where she successfully applied her studies to business.

Technology POOL

Juan CHARVET

I-SITE Expands Interactive Design and Development Team



I-SITE, a Philadelphia-based Internet development and consulting company, has strengthened its interactive design and development team by appointing Juan Charvet as interactive developer.

Mr. Charvet works as a key member of I-SITE's development team focusing on development of interactive tools and multimedia applications.

His responsibilities include defining the user experience and project structure, implementing the concepts, and maintaining the project as a constantly evolving product that meets both the clients' and their intended audiences' needs.

Before joining I-SITE, Mr. Charvet served as lead programmer, designer, and Webmaster at L.F. Driscoll, and digital media specialist at MGA Partners.

He graduated from The University of the Arts in Philadelphia earning a degree in multimedia with emphasis on human/computer interaction.

He also has completed two AAS degrees in computer animation and graphic design and a minor in photography.

He was a four-year recipient of the Presidential Scholarship.

MEDICAL MARKETING ASSOCIATION ANNOUNCES NEW BOARD OF DIRECTORS

Lena CHOW
Barbara LEHMAN
Lynn PURDY
Karen YORK

The Medical Marketing Association (MMA) has announced its 2003-2004 board of directors. The Medical Marketing Association is a San Francisco-based nonprofit organization comprised of marketing professionals from the pharmaceutical, device, and diagnostic industries.

The board was elected by the membership and included the appointment of eight new members to its existing 25-member board.



Key board positions appointed include Karen York, principal consultant of The York Group, as MMA president. Ms. York is founder of the York Group, a Southern California-based executive and agency search firm specializing in market-

ing the needs of healthcare companies and the agencies that serve them.

Lynn Purdy, director of marketing at Calypso Medical Technologies, has been appointed MMA



president-elect. Ms. Purdy oversees marketing activities for Calypso, a Seattle-based early stage medical-device company specializing in cancer therapy.



Lena Chow, chairman and chief strategic officer of Euro RSCG Life, West Coast Operations, has been named MMA VP, annual conference. Ms. Chow is president and founder of Lena Chow Euro RSCG, one of the top 50 healthcare agencies in the United States, which became part of Euro RSCG Healthcare in 1999.



In addition, Barbara Lehman, chief marketing strategist at HMI Marketing & Advertising, has been appointed as MMA VP, IN-AWE Awards. Ms. Lehman is a 30-year

award-winning veteran in advertising and marketing communications.

Association POOL

Dr. Douglas DARR
Reed MCMANIGLE
Patrick MORAND

Pittsburgh Life Sciences Greenhouse Attracts Senior Executives

The Pittsburgh Life Sciences Greenhouse (PLSG) has attracted two senior executives to Pittsburgh and added a third senior manager from the region, bolstering its management ranks.

PLSG is a public/private partnership, founded by the University of Pittsburgh,

Carnegie Mellon University, UPMC Health System, and the Commonwealth of Pennsylvania.



Douglas Darr, Ph.D., has relocated from North Carolina, where he helped build the North Carolina Biotechnology Center, to become the PLSG's VP and chief scientific officer.

In this position, Dr. Darr assists PLSG in areas involving technology development through the universities, raising funds for research, and supporting efforts to build alliances between industry and academia in the region's life-sciences area.

He received his bachelor's degree in biology, his masters in physiology, and his doctorate in physiology, from Pennsylvania State University.



Patrick Morand, who has served in several senior-management positions in life-sciences organizations during the past 30 years, has relocated to Pittsburgh from Chicago. Mr. Morand was recruited to serve as an executive in

residence under the PLSG Executive Corps program. Mr. Morand provides direct support to local start-up and emerging life-sciences companies.

Mr. Morand has been an officer of three start-ups where he gained extensive experience in leading early-stage therapeutic companies. Before joining the PLSG, he served as VP, commercial operations, for Genesis Therapeutics Inc., a company that leveraged proteomic/genomic research for commercialization. Before that, he was the executive VP at Sequitor Medical Technologies in Chicago, where he led business development. He was president and CEO of LifeSource Inc., from 1992 through 1996; and from 1970 through 1992, he was with the American Red Cross, where he served as CEO of the Baltimore and St. Paul divisions.



Reed McManigle, a local veteran of technology transfer in the life sciences, has joined PLSG as the organization's director of incubator and entrepreneurial education.

Mr. McManigle is charged with overseeing all PLSG activities centered on supporting emerging life-sciences companies and promising new technologies through the PLSG incubator and related educational programs. He joined the PLSG from the University of Pittsburgh, where he had been a technology licensing manager for the past 10 years.

Agency POOL

Stephanie **ALBINSON**

Anita **CARUSO**

Julia **FARALDO**

Matthew **GOTIMER**

Chris **GRUNO**

Larry **HANNON**

Angela **HAWK**

Kevin A. **LEDWITH**

Alisa **LITWIN**

Mickey **MCDERMOTT**

Lisa **MELONE**

Linda **SADLER**

Stephen **SULLIVAN**

Beth Tansey **PELLER**

Renee **WENTWORTH**

Promotions and Hires Announced at Thomas Ferguson Associates and Adient — Two CommonHealth Agencies

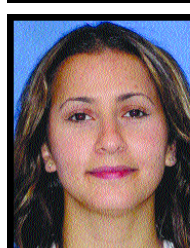
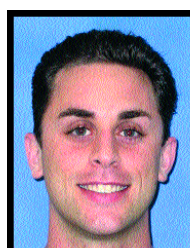
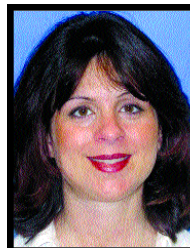
Thomas Ferguson Associates (TFA), CommonHealth's founding professional advertising and promotion unit, has announced nine advancements within its ranks as well as two new hires.

CommonHealth, Parsippany, N.J., is a leading healthcare-communications resource and a WPP Group company. CommonHealth comprises Health Learning Systems, Thomas Ferguson Associates, Adient, The Quantum Group, Noesis Healthcare Interactions, Carbon Healthcare Communications, The Xchange Group, Solara, ProCom International, The Conectics Group, MBS/Vox, Enterprise IG Health, EinsonHealth, MD/Salud, Shire Health New York, CommonHealth Europe, CommonHealth Australia, and CommonHealth Kyowa.

Beth Tansey Peller has been promoted to VP, associate creative director. She had been VP, group copy supervisor.

Julia Faraldo has been named senior account executive. She previously was an account executive.

Renee Wentworth has been promoted to



copy supervisor from senior copywriter.

Larry Hannon has been promoted to the position of senior copywriter from copywriter.

Stephanie Albinson has advanced to senior art director from art director.

Anita Caruso has been promoted to group art director. Formerly, she held the title of senior art director.

Angela Hawk has been promoted to account executive from assistant account executive.

Stephen Sullivan has moved to account executive from assistant account executive.

Lisa Melone has advanced to art director from assistant art director.

Mickey McDermott recently joined the agency as a senior VP, creative director. Previously, Mr. McDermott was employed by Pharmacia as global marketing manager.

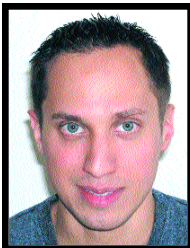
Alisa Litwin also has joined the ranks of TFA as a senior copywriter. Ms. Litwin previously was employed at Jordan McGrath Case & Partners as a senior VP, creative director.

In addition, Adient, a CommonHealth professional advertising and promotion unit located in Wayne, N.J., has added three staff members and announced one promotion within its management ranks.

Linda Sadler has been hired as executive VP and managing director. She is responsible for the overall management of a large client base of business for the agency. Before joining Adient, she worked at Sudler & Hennessey as executive VP, client service director.

Kevin A. Ledwith has joined the Adient staff as a senior VP, management supervisor, and is

involved in overseeing all the promotional and advertising programs on a significant agency account. Previously, Mr. Ledwith was a group account director at The Hal Lewis Group.



Chris Gruno has been hired as an imaging specialist for Adient, and is creating animation and interactive content for various media. Before being hired full time, Mr. Gruno had worked on a freelance basis with the group, as well as with other area agencies.



Matthew Gotimer has been promoted to assistant account executive

from traffic coordinator.

- Erin **BROWN**
- Deb **CEAPA**
- Trent **DONOHUE**
- Tina **FASCETTI**
- Ashley **FUJII**
- Robert **GIBBONS**
- Tom **LEACH**
- Steve **LEHR**
- James **NICKELL**
- Wendi **RANKIN**
- Brenda **RIZZO**
- Jeremy **ROSARIO**
- Daniel **TEPER**

**Gerbig, Snell/Weisheimer
Announces New Hires and
Promotions**

Gerbig, Snell/Weisheimer, a full-service marketing and advertising agency and Columbus, Ohio-based subsidiary of inChord Communications has hired Daniel Teper to serve as chief global officer.



In this role, Mr. Teper will drive the global marketing strategy for the agency's business worldwide. He is responsible for managing all global client relationships in the

United States and Europe and for allocating GSW resources based on clients' needs. Based in the United States, Mr. Teper also is directly responsible for the management and growth of GSW's London office and international operations.

Mr. Teper comes to GSW with more than 18 years of experience in global pharmaceutical marketing, from both the agency and client side. He has led global operations for three major networks — Euro RSCG, CommonHealth, Lowe Healthcare — and has been instrumental in winning and managing numerous global pharmaceutical brand assignments, driving agency strategic contribution, and orchestrating worldwide resources.

The company also has added the following people to its staff:

Deb Ceapa has been named senior creative coordinator. She is responsible for managing deadlines for her assigned accounts. Before GSW, Ms. Ceapa served as project director at Ten United.

Trent Donohue has been named account supervisor. He serves as liaison between the client and creative team for one of GSW's pharmaceutical accounts. Before GSW, Mr. Donohue served as a manager for marketing and promotions at Buchanan's Fine Furniture-Interiors. He holds a bachelor's degree in psychology from Capital University.

Tina Fascetti has been named associate creative director. She oversees and helps develop creative products for clients and services within the team. She joins GSW from Sudler & Hennessey, where she served as VP/associate creative director. She holds an associate's degree in visual communication from the Art Institute of Pittsburgh.

Robert Gibbons has been named director of broadcast production. He is responsible for supervising and coordinating all broadcast production services for the agency. Before GSW, Mr. Gibbons was self-employed. He holds a bachelor's degree in journalism/public relations from The Ohio State University.

Tom Leach has been named senior copywriter. He acts as a hands-on copywriter and collaborates across the team to ensure accuracy and consistency in writing style for one of GSW's consumer accounts. Mr. Leach most recently was chief imagination officer for Write Brain Ink. He holds a bachelor's degree in English from the University of Maine.

James Nickell has been named account director. He returns to GSW from National Century Financial Enterprises where he served as associate VP of corporate marketing and communications. He holds a bachelor's degree in commercial design from the Center for Creative Studies.

In addition, the agency has promoted staff members. Erin Brown, formerly editor, has been named copywriter. She is responsible for

concepting, developing, and writing marketing, branding, and advertising materials.

Ashley Fujii, formerly medical information specialist, has been named senior medical liaison for GSW's medical department. She acts as a resource in developing the quality of medical information communicated in marketing materials.

Steve Lehr, formerly account supervisor, has been named account director for GSW. Mr. Lehr is responsible for maintaining the client-agency relationship and managing the strategic development of the KeyBank account.

Wendi Rankin, formerly account coordinator, has been named account executive. She is responsible for managing the day-to-day tasks for one of GSW's pharmaceutical accounts.

Brenda Rizzo, formerly medical information specialist, has been named senior medical liaison for GSW's medical department. Ms. Rizzo provides leadership in assigned projects, creates competitive intelligence reports and acts as a resource for all of GSW in developing the quality of medical information communicated in marketing materials.

Jeremy Rosario, formerly art director, has been named design director. He provides overall strategic and creative direction.

**Kerry CAVENDER
Steve KILPONEN**

Pace Announces Staff Additions



Pace, a Lowe Healthcare company based in Parsippany, N.J., has announced additions of staff amid continuing business growth. Lowe Healthcare is a unit of Lowe & Partners Worldwide, a member of the Partnership Unit of the Interpublic Group of Companies.



In client services, Kerry Cavender has joined Pace as VP, management supervisor. Ms. Cavender, who previously was at Pacific Communications, is responsible for the Pfizer U.S. Xalatan account.

Steve Kilponen has joined the agency as VP, account group supervisor, from Schering-Plough Healthcare to direct Pace's consumer team. He has a wealth of both consumer and professional marketing experience spanning multiple therapeutic areas.

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