



Pharma **POOL**

Louis C. **ARP**

Dr. Lyn D. **OLSON**

Eisai Announces Executive Appointments



Eisai, a pharmaceutical company based in Teaneck, N.J., has appointed Louis C. Arp as VP of production operations and Lyn D. Olson, Ph.D., as VP of quality at its pharmaceutical production and formulation

research and development facility in Research Triangle Park, N.C.

Mr. Arp most recently served as president of OSG Norwich Pharmaceuticals.

Dr. Olson has joined Eisai from Protein Design Laboratories, where she was VP of quality and regulatory compliance.

Dr. Michael **PERELMAN**

Schering-Plough Appoints VP of Global Project Management

Schering-Plough, a global science-based healthcare company based in Kenilworth, N.J., has appointed Michael Perelman, M.D., as VP, global project management and global regulatory affairs, for the Schering-Plough Research Institute. In this role, Dr. Perelman is the project leader for the cardiovascular area's thrombin receptor antagonist program.

Dr. Perelman, who originally joined Schering-Plough in 1996, most recently served as senior director and customer channel head for cardiovascular and metabolic products, including Zetia and Vytorin. He has retained

responsibility for regulatory oversight of these medicines.

Dr. Perelman obtained his medical degree from Christ's College, after completing clinical studies at the Middlesex Hospital Medical School.

Biotech **POOL**

E. Michael **EGAN**

TransMolecular Appoints New CEO

TransMolecular, Birmingham, Ala., a biotechnology company focused on cancer-drug research, has appointed E. Michael Egan as CEO.

He has 25 years of experience, most recently as senior VP of commercial development for GenVec.

Mr. Egan is a graduate of Boston College with a B.S. in biology, and he earned a Certificate of Special Studies in administration and management from Harvard University.

Barry **HOLMAN**

Dr. Bhalchandra

PATWARDHAN

Life Therapeutics Announces Executive Appointments

Life Therapeutics, an Australia-based biotechnology company that develops specialty biological and diagnostic products, has announced two executive appointments at its Atlanta office.

Barry Holman has been named corporate VP of sales. Mr. Holman, who was previously VP of sales for Life Therapeutics' Life Sera

sion, oversees sales marketing efforts for of the four Life Therapeutics' divisions.

Before joining Life Therapeutics, Mr. Holman was regional sales director with Nabi Biopharmaceutical. He holds degrees from Southwest Texas State University, Pima Community College, and Scottsdale Community College.

Bhalchandra Patwardhan, Ph.D., has been named senior director for quality and process development. Dr. Patwardhan helps Life Therapeutics develop, manufacture, and distribute a complete range of products in the specialty plasma market.

Dr. Patwardhan most recently served as director of quality assurance for Wyeth Vaccines. He holds master's and doctoral degrees in chemistry from Nagpur University in Nagpur, India.

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Biopharmaceutical **POOL**

Randall J. **MACK**

Kevin G. **TAYLOR**

Adolor Adds Key Executives

Randall J. Mack has joined Adolor, Exton, Pa., as VP of project management. Adolor is a biopharmaceutical company specializing in the discovery, development, and commercialization of novel prescription pain-management products.

In this new role, Mr. Mack is responsible for creating and executing projects across Adolor's clinical and product-development teams.

He most recently served as the VP of clinical development at Auxilium Pharmaceuticals. He holds a B.S. from the University of Nebraska, Lincoln.

Additionally, Kevin G. Taylor has been appointed VP, business development, responsible for developing collaborations with third parties, including pharmaceutical and biotechnology companies and academic institutions.



Mr. Taylor has 18 years of experience in the life-sciences industry, most recently serving as the VP of business development at Codexis. He holds a M.S. in management from the Wharton School of Business at the University of Pennsylvania.

Specialty POOL

Michael F. COLA

Shire Appoints Executive VP of Global Therapeutic Area Business Units



Shire Pharmaceuticals, Philadelphia, has named Michael F. Cola executive VP of the global therapeutic area business units. Shire is a specialty pharmaceutical company focused on central nervous system disorders as well as gastrointestinal and renal diseases.

Mr. Cola, 46, most recently was president of the life-sciences division at Safeguard Scientific.

Carl PELZEL

Depomed Appoints VP of Marketing and Commercial Development



Carl Pelzel has joined Depomed, a specialty pharmaceutical company based in Menlo Park, Calif., as VP of marketing and commercial development.

Mr. Pelzel, 54, brings to Depomed more than 28 years of experience in discovery, development, and global commercialization of pharmaceutical products. He most recently was senior VP, global commercial operations, at Chiron.

Mr. Pelzel has a B.A. from Hartwick College.

Michael SHECKLER

IDDS Builds Management Team

Innovative Drug Delivery Systems (IDDS), a New York-based developer of novel pain-relief treatments, has named Michael Sheckler as VP of business development. In this role, he maintains and builds partnerships with exist-

ing stakeholders and develops new relationships with potential marketing partners.

Mr. Sheckler brings almost 20 years of pharmaceutical marketing experience to IDDS, most recently serving as director of business development with Intranasal Technology.

He has a MBA from The Fuqua School of Business at Duke University and completed his undergraduate work at Indiana University.

Agency POOL

Amber BAHLKE

Darlene DOBRY

Helene DUBROWSKY

Mary MCTIGUE

Thomas NIELSEN

Scott WATSON

Carbon Expands Staff

Carbon, CommonHealth's Wayne, N.J.-based professional advertising and promotion agency specializing in prescription and OTC brands competing in especially dynamic markets, has announced several new hires.

Amber Bahlke has joined the agency as an account supervisor. She is responsible for providing strategic support to clients and internal teams, while overseeing daily account activity.



Darlene Dobry has joined Carbon as executive VP, director of client services, responsible for all client-facing initiatives, including new business opportunities, overall account development, and agency advancement.

Helene Dubrowsky has been named business manager for the production team.

Mary McTigue has joined the agency as a senior editor, responsible for editing materials for her assigned accounts as well as ensuring a high standard of quality.

Thomas Nielsen has been named senior art director, responsible for the creation of professional marketing for his assigned brands.

Scott Watson has been appointed executive VP, chief creative officer. He leads and manages Carbon's creative product, translating marketing insights into effective creative strategies and fostering creative vision. Additionally, he provides leadership for the entire creative team and acts as a liaison with clients.

Walter BARTUS

Selena BROWN

Polly CABAN

Brad CARLSON

Michael CARRI

Kristi CASTANO

Michael PRUSKOWSKI

James RUIZ

Paul ZEMAN

Xchange Adds to Team



Xchange, CommonHealth's relationship-marketing unit based in Parsippany, N.J., has added staff in its program and account management, creative, e-marketing, and business-management departments.

Walter Bartus joins Xchange as a senior program manager, responsible for overseeing databases, teleservices, and analytics.



Selena Brown has joined the company as a senior account executive, responsible for the management and coordination of tactical plans for her assigned accounts.



Polly Caban has been hired as a business manager, responsible for managing development, implementation, and daily production activities for her various accounts.



Brad Carlson also has been hired as a senior account executive, responsible for the management and coordination of tactical plans for his assigned accounts.



Michael Carri has been appointed as a copy supervisor. Bringing 15 years of promotional relationship-marketing, and copywriting experience, Mr. Carri is respon-

sible for creating tactical and strategic communications, as well as new business development initiatives for the unit.



Kristi Castano has been named a management supervisor, responsible for overseeing the strategic direction and overall account management for her accounts.



Michael Pruskowski has been appointed an e-marketing strategist. He provides program concepts and information architecture, design, and execution for online relationship-marketing projects.



James Ruiz has rejoined Xchange as program management supervisor. He works with clients, agency teams, and outsourced vendors to develop, implement, and manage customer relationship management and direct-response programs across all customer touch points.



Paul Zeman also has been appointed an e-marketing strategist, responsible for providing program concepts and information architecture, design, and execution for online relationship-marketing projects.

projects.

Charlie BOWDEN

Bryan HILL

Geoff MCCLEARY

Alex VANDEVERE

Cadient Promotes and Hires

Cadient Group, an interactive marketing agency based in Philadelphia, has announced promotions and new hires.



Charlie Bowden has been promoted to general manager, convention logistics. He is responsible for the business operations of the expanding conventions business unit, as well as product development for the

Cadient conventions platform. Mr. Bowden has been with the company for 10 years.



Bryan Hill has been promoted to senior director, global technology. With more than 12 years of experience in information technology, Mr. Hill is responsible for managing application and product development func-

tions in the United States and worldwide, as well as providing strategic direction for the company's technology research and development.



Geoff McCleary has joined Cadient as senior marketing strategist, bringing more than 10 years of pharmaceutical marketing and advertising experience.

Alex Vandevere also has been hired as a senior marketing strategist. Mr. Vandevere has 12 years of experience in developing global interactive solutions.

Marvin BOWE

Corey CASE

Beth KUCHINKA

Betsy STICKNEY

The Navicor Group Adds Staff

The Navicor Group, Columbus, Ohio, a unit of inChord Communications and a full-service advertising agency that focuses exclusively on oncology and immunology, has added new staff.



Marvin Bowe has joined the company as associate creative director. Mr. Bowe is responsible for overseeing the day-to-day creative development for several of the agency's pharmaceutical accounts.



Corey Case has been named account supervisor, responsible for managing an account team and providing client service for one of the agency's pharmaceutical accounts.

Most recently, Mr. Case served as project manager at Bayer Pharmaceuticals.

In other agency news, Beth Kuchinka has been named account medical specialist.

She is responsible for providing medical guidance and competitive intelligence on behalf of the various pharmaceutical account



teams. Before joining Navicor, Ms. Kuchinka served as project manager, oncology, at INC Research.



Betsy Stickney has been hired as creative project manager. She is responsible for leading creative production and managing the overall quality, deadlines, and budget for several of the agency's accounts. Most recently, Ms. Stickney served as production manager at The Fetch Company.

Dave BOWERS

Daniel JAY

Rebecca KARGER

Jay ORENSTEIN

Kurt RICHARDS

GSW Announces Promotions and New Hires

GSW Worldwide, Westerville, Ohio, a healthcare advertising agency, has announced several promotions and additions to its staff. GSW is a subsidiary of inChord Communications.



Dave Bowers has been promoted to executive VP, director of agency operations.



Mr. Bowers, who joined the agency in 2001, most recently served as senior VP/group creative director.

Daniel Jay has been named associate creative director in the agency's New York office.



Before joining GSW, Mr. Jay served as group copy supervisor at Euro RSCG Life LM&P. He holds a bachelor's degree from West Virginia University.

Rebecca Karger also has joined GSW's New York office as a copywriter. Ms. Karger most recently served as copywriter at Integrated Communications.

Jay Orenstein also has been named director



of creative services in the company's New York office. Mr. Orenstein previously served as director of marketing services at Reed Exhibitions. He holds a bachelor's degree from the City University of New York.



Kurt Richards has been promoted to VP, creative director. Since joining GSW in 1998, he has contributed to many consumer accounts and new business pitches. Most recently, he was VP, associate creative director.

Jim **BURKE**

Craig **DOUGLASS**

MBC Hires Senior Executives



Medical Broadcasting Company (MBC), a Philadelphia-based interactive healthcare marketing agency, has hired Jim Burke and Craig Douglass, marketing innovators and former partners in Douglass Burke.



Mr. Burke has been named senior VP, group management supervisor, and Mr. Douglass has been appointed senior VP, group creative director.

They were founding members of Frontier

Media Group.

Vanessa **CARROLL**

Ann **CUNNINGHAM**

Annie **ELEOSIDA**

Quantum Announces Staff Promotions and Addition



Quantum, Parsippany, N.J., the CommonHealth agency dedicated exclusively to building consumer healthcare brands, has made several appointments.

Vanessa Carroll has been hired as an account supervisor. In this position, Ms. Carroll facilitates strong working relationships with clients,



colleagues, and partner agencies and manages the day-to-day activities of her accounts.

Ann Cunningham has been promoted to director, business management, responsible for all operational aspects of the print production department.

The agency also has promoted Annie Eleosida to VP, creative director. In this role, she manages her creative team and cultivates new business opportunities for the unit.



Cindy **CARROLL**

Amy **HIRSCHBERG**

Nancy **KRONE**

Lauren **MICHENER**

Peter **ROONEY**

Richard **STUEBER**

Roy **TUCK**

Adient Adds New Talent

Adient, a CommonHealth professional advertising and promotion agency located in Wayne, N.J., has increased its staff.

Cindy Carroll has joined the agency as account supervisor, responsible for managing and maintaining her assigned products.

Amy Hirschberg has joined the agency as VP, group copy director, responsible for the development of tactical and strategic communications for her designated accounts.

Nancy Krone has joined Adient as group copy supervisor. In this role, she oversees the copy of all promotional materials generated by her assigned teams.

Lauren Michener also has been named as an account supervisor. She is responsible for the development and creation of new campaign materials, while managing the day-to-day responsibilities, including client interactions.

Peter Rooney has joined Adient as VP, account group supervisor, responsible for managing multiple accounts and teams for both consumer and prescription products.

Richard Stueber has been named VP, group creative director. In this position he oversees the creative for his assigned accounts.

Roy Tuck has been named senior VP, creative director, responsible for overseeing the general creative for all agency accounts, as well as cultivating new business opportunities.

Laurie **CASADAY**

Nick **DEJESUS**

Shayne **MACKAY**

Jeffrey **STEIN**

Dr. Laura **WHITE**

Vox Medica Expands Senior Staff

Vox Medica, a Philadelphia-based, independent healthcare marketing communications company, has expanded its senior staff to support the industry's growing demand for strategic counseling.

Laurie Casaday has joined the company as account supervisor in the Health-Care Public Relations Group. She has more than 17 years of experience as a journalist and a strategic communications consultant.

Nick DeJesus has been named senior director, business development and marketing. He works with the company's four business units to develop new business opportunities.

Shayne Mackey has been named VP/creative director for the Health-Care Marketing Communications Group. She leads Vox Medica's creative team to develop unique branding, marketing, promotion, and advertising campaigns.

Jeffrey Stein has joined Vox Medica as VP, Institute for Continuing Healthcare Education, responsible for managing client services and operations.

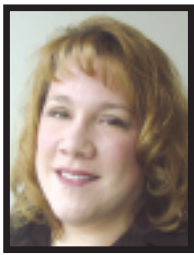
Laura White, M.D., has joined the company as associate medical director, Health-Care Marketing Communications Group, responsible for overseeing research and content development.

Michele **CUMMINS**

DVC HealthCare Hires VP, Account Supervisor

DVC HealthCare, Yardley, Pa., a medical marketing agency, has appointed Michele





Cummins as VP, account supervisor.

Her healthcare agency experience includes medical education, program development, and account service supervision. Most recently, she was the director of medical education at Proteus Scientific.

Stephen **CURLEY**

Kim **LEVY**

Kathleen **STASIA**

Advanced Medical Marketing Adds VPs

Advanced Medical Marketing Communications, a medical marketing communications company based in Lambertville, N.J., has hired Steve Curley as VP of client services.



Working from Advanced's New York office, he is responsible for building and strengthening relationships with client companies. Before joining Advanced, Mr. Curley spent 15 years with Pfizer, where he held responsibilities in Phase III-IV clinical trials, product commercialization, and medical informatics.



Additionally, Kim Levy has been appointed VP, account services. She is responsible for managing client relationships and organically growing existing business.



Kathleen Stasia has been named VP of new business, responsible for partnering with new clients and securing large campaigns.

C. Wayne **DUNLAP**

MedPoint Names Strategy Head



C. Wayne Dunlap has been appointed VP of strategic planning at MedPoint Communications, an Evanston, Ill.-based provider of marketing and educational services to the biopharmaceutical industry.

In this role, Mr. Dunlap leads the strategy and execution of client medical and marketing communication initiatives. Since joining MedPoint in 2003, he has served as VP of account services, as well as general manager of HealthPoint, the company's branded medical communication and strategic marketing division.

He holds a master's degree in interpersonal and public communications from Bowling Green State University and a B.A. in speech communication from the University of North Carolina at Wilmington.

Dr. Jeffrey **FISHER**

Russell **GRIMALDI**

John **SPINGLER**

CommonHealth Promotes and Hires

CommonHealth, Parsippany, N.J., a network of specialized healthcare marketing companies, has announced two promotions and a new hire.



Jeffrey Fisher, M.D., has been promoted to executive VP, director of medical strategy. In this role, Dr. Fisher uses his medical expertise and healthcare communications experience to oversee the creation of effective communications strategies throughout the entire CommonHealth network and also continues to play an integral role in new business development.

He previously served as executive VP, medical director, business development at HLS, the organization's founding medical-education unit.



Russell Grimaldi has been promoted to executive VP of business development, from senior VP, director of business development.

Mr. Grimaldi, who has been with CommonHealth since 2000, continues to spearhead the expansion of the organization's client base.



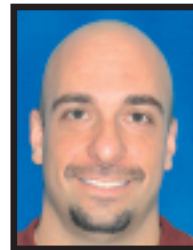
John Spingler has rejoined CommonHealth as VP of new business development, responsible for establishing new business relationships for the organization.

Most recently, Mr. Spingler served as president and founder of the Center for Active Learning.

Gregg **FRIEDMANN**

Mickey **MCDERMOTT**

Ferguson Makes Key Appointments to Creative Team



Ferguson, CommonHealth's founding professional advertising and promotion unit based in Parsippany, N.J., has announced the addition of Gregg Friedmann and the promotion of Mickey McDermott within its

creative group.

Mr. Friedmann has been named senior VP, creative director, responsible for overseeing the creative work for numerous brands while managing several members of the creative department.

Before joining Ferguson, Mr. Friedmann worked as VP, copy director, for HealthSTAR Advertising.



Mickey McDermott has been promoted to executive creative director from senior VP, creative director. In this new role, Mr. McDermott oversees the creative and strategic initiatives across the spectrum of Ferguson businesses.

Maria **GREGOIRE**

Seidler Bernstein Expands Creative Services Group

Seidler Bernstein, Cambridge, Mass., a full-service marketing communications agency specializing in healthcare and life technologies, has appointed Maria Gregoire to its creative services group. Ms. Gregoire comes to Seidler Bernstein from Jones and Bartlett Publishers.

Scott **HANSEN**

Dr. **JIM HAUPT**

Joshua **SHEHAB**

Abelson-Taylor Hires and Promotes

Scott Hansen has been promoted to the position of VP, creative director, at Abelson-Taylor, a Chicago-based medical advertising agency.

Mr. Hansen has full responsibility for all creative work in the agency's newly created, full-scale DTP Group. Since joining Abelson-Taylor as a senior copywriter in 1996, Mr. Hansen created and built the agency's Interac-

tive Group, which has evolved into a separate consumer division. He most recently served as creative director. He holds a B.S. in psychology from Loyola University in Chicago.



Jim Haupt, Ph.D., has been promoted to associate creative director, copy, from senior copywriter. Before joining Abelson-Taylor, he was a copywriter at Williams-Labadie.

Dr. Haupt earned his doctorate in biochemistry from Rush University and holds an undergraduate degree from University College London.



Joshua Shehab has joined the agency as a copywriter in the Interactive Group. As part of the electronic media team, he is developing Websites, training programs, videos, and educational games for all of the agency's clients. He has a degree in writing from Columbia College.

Kymberly LEE
Blue Diesel Names VP



Blue Diesel, Westerville, Ohio, an interactive marketing company and subsidiary of inChord Communications, has named Kymberly Lee as VP of client development.

Ms. Lee is responsible for overseeing client relationships, managing the account services team on a day-to-day basis, and providing strategic and tactical marketing solutions. She also leads Blue Diesel's business development efforts.

Most recently, she was president and CEO of Menco Equine Specialties. She holds a MBA from the University of Dayton and a B.S. from Miami University.

Brad LEWIS
Terri SPRING

Stonefly Hires Two VPs



Stonefly Communications Group, a customer-centric advertising agency, has named Brad Lewis and Terri Spring as VP, client advisors. In these roles, Mr. Lewis and Ms. Spring are responsible for leading several of the agency's accounts. Stonefly, located in Wester-



ville, Ohio, is a subsidiary of inChord Communications.

Mr. Lewis, a registered pharmacist, brings 17 years of experience in pharmaceutical marketing and sales. He joins the company from GSW

Worldwide, Stonefly's sister agency,

Bringing 19 years of experience in pharmaceutical marketing, Ms. Spring also comes to Stonefly from GSW Worldwide. Most recently, she was VP, account director.

Josh PAGLIARO
David RAUBE

Goble and Associates Names VPs



Goble and Associates, a Chicago-based healthcare communications agency, has named Josh Pagliaro to the role of senior VP, account director.

Most recently, he was with Cline, Davis and Mann, where he served as senior VP, management supervisor.

Additionally, David Raube has been appointed VP, creative director.



Mr. Raube most recently served as creative director for Vox Medica.

Marci PIASECKI

Torre Lazur McCann U.S.
Names CEO



Marci Piasecki, an 11-year veteran of Torre Lazur McCann, has been named CEO of the organization's U.S. agency network. Torre Lazur McCann, based in Parsippany, N.J., is a healthcare marketing agency with additional offices in East Hanover, N.J., Chicago, and San Diego.

Ms. Piasecki previously was head of Echo Torre Lazur. She succeeds Beverly Breitenbach, who has resigned.

Ms. Piasecki originally joined Torre Lazur McCann in 1992 as senior account executive. Before rejoining the agency in November 2004, she was executive VP and director of client services at Hyphen, a healthcare communications company owned by Omnicom.

Angela ROSSETTI

Ogilvy Healthworld Names
President of Advertising Division

Ogilvy Healthworld, a healthcare marketing communications network, has named Angela Rossetti president of its New York advertising agency. Before joining Ogilvy Healthworld, Ms. Rossetti was a strategic consultant to biotech firms, pharmaceutical startups, and financial institutions.

Stephen SACCHETTI

Noesis Adds to Account Team

Noesis, Morristown, N.J., a professional advertising and promotion unit of the CommonHealth network, has hired Stephen Sacchetti as senior VP, account group supervisor. In this role, Mr. Sacchetti will launch three neurology brands throughout 2006 and will help facilitate the evolution of these promotional campaigns for his clients. Most recently, he was the neurology regional sales director at Pfizer Pharmaceuticals Group.

Gregory Q. TIBEREND

Richard Lewis Names Executive VP,
Chief Operating Officer

Richard Lewis Communications (RLC), an independent public relations, advertising, and marketing firm based in New York, has named Gregory Q. Tiberend as executive VP and chief operating officer. With more than 20 years of experience in the field of strategic corporate communications and media relations, Mr. Tiberend spent the last three years as an executive VP of The Ruth Group.

Consulting **POOL**

Jim MACDONELL

Dr. Kathleen WARNER

Promotions at Taratec



Jim Macdonell has been promoted to managing partner, industry practices, at Taratec, a life-sciences consultancy based in Bridgewater, N.J., that provides integrated business, information technology, and reg-

ulatory compliance services. In this new role, Mr. Macdonell has ultimate responsibility for all of Taratec's consultants. He has been with the company since 1989, most recently serving as VP of manufacturing and distribution.

He holds a bachelor's degree in industrial engineering from the University of Notre Dame and a MBA from Rutgers University.

Kathleen Warner, Ph.D., has been appointed VP, project management. She is responsible for the company's team of project managers and, ultimately, the successful delivery of client projects. Previously, Dr. Warner was VP, research and development.

She holds a bachelor's degree from the Massachusetts College of Liberal Arts, a master's degree in applied management from Lesley University, and a Ph.D. in education and technology from Capella University.

CRO POOL

Dr. Robert R. **ALLEN**

Dr. Samer E. **KABA**

Scirex Makes Appointments



Scirex has appointed Robert R. Allen, M.D., executive officer, science and medicine, office of the president, clinical site operations. Located in Horsham, Pa., Scirex provides Phase I-IV drug-development services.

In this new role, Dr. Allen is responsible for the scientific and medical oversight of studies conducted at the company's clinical-research sites. He comes to Scirex from AstraZeneca, where he most recently served as executive director, discovery medicine/neuroscience, global research and development.

He received his B.A. in biology from Boston College and his M.D. from Tufts University Medical School. He completed residencies in internal medicine at Faulkner Hospital in Boston and in neurology at the University of Michigan in Ann Arbor.



In other company news, Samer E. Kaba, M.D., has been appointed VP of clinical research and medical management.

Dr. Kaba most recently was senior director, CNS, global product development services, for

PRA International.

He graduated from the Damascus University School of Medicine and completed residency training in internal medicine and neurology at the State University of New York, Buffalo.

Dr. Carl N. **KRAUS**

Dr. Robert C. **SHEPARD**

i3 Research Hires
Senior-Level Physicians



i3 Research, a therapeutically specialized contract research organization based in Basking Ridge, N.J., has appointed Carl N. Kraus, M.D., as medical director of respiratory and infectious disease. Dr. Kraus, who is

board certified in internal medicine and infectious diseases, manages the i3 respiratory and infectious disease practice and assists with training, protocol design, and consulting.

He joins i3 Research from the FDA, where he has served as medical officer, infectious diseases, in the division of special pathogen and immunologic drug products.

Dr. Kraus holds a B.A. from Washington University and a M.D. from the School of Medicine of Washington University.



i3 Research also has appointed Robert C. Shepard, M.D., FACP, as senior medical director of oncology. He is responsible for protocol design, training, and consulting in North America and abroad.

He comes to the i3 oncology team from AstraZeneca, where he was medical director of oncology clinical research and development.

Dr. Shepard earned his A.B. in biochemistry and molecular biophysics, magna cum laude, from Harvard College. He received his M.D. from Duke University.

Dr. Sabine **RICHTER**

Dr. Jack **SCHAUMBERG**

PRA Adds Senior Management

PRA International, a global clinical research organization based in Reston, Va., has promoted Sabine Richter, Ph.D., to VP of global project management.

Dr. Richter has almost 20 years of research experience. Since joining PRA in 1996, she has held leadership positions, most recently in global medical and safety services, where she has been responsible for a large, long-term safety program for a new oncology product.

Dr. Richter received her Ph.D. in biology from the University of Heidelberg.

In addition, Jack Schaumberg, Ph.D., has joined PRA as senior VP of global clinical operations. In this newly created position, Dr. Schaumberg is responsible for managing all of the company's project offices worldwide.

Most recently, Dr. Schaumberg was VP of clinical operations, Americas, for Charles River Laboratories. He received his Ph.D. in medicinal chemistry and natural products from the University of Iowa and M.S. in pharmacognosy and a B. Pharm. from Washington State University.

Contract-Sales POOL

Alyson **O'DONNELL**

Publicis Expands Business
Development Group

Alyson O'Donnell has been named senior director of business development at Publicis Selling Solutions, Lawrenceville, N.J., a Publicis Healthcare Communications Group company that provides outsourced sales solutions.

Ms. O'Donnell most recently was the director of strategic sales development for Covance.

She received her MBA from City University in London.

Media POOL

Sue **FAGAN**

Christy **TETTERTON**

IMNG Adds to Staff

International Medical News Group (IMNG), a Morristown, N.J.-based publisher of medical newspapers, has named Sue Fagan national account manager for the primary care/cardiology sales team with responsibility for advertising and medical-education sales for three of the group's publications. Ms. Fagan previously was national sales manager at Quadrant Healthcom.

Christy Tetterton has been appointed national account manager to the primary care/cardiology sales team. Along with Ms. Fagan, she shares responsibility for advertising and medical education sales for *Family Practice News*, *Internal Medicine News*, and *Cardiology News*. Ms. Tetterton joins IMNG from *Diversion* magazine.

Tim **MELROY**
AMA Hires Account Manager

The American Medical Association has appointed Tim Melroy to the position of senior account manager for *Archives of Ophthalmology*, *Archives of Otolaryngology*, *Archives of Pediatrics and Adolescent Medicine*, and *Archives of Facial Plastic Surgery*.

The Chicago-based association is the nation's largest physician's group. Mr. Melroy is stationed at AMA's Parsippany, N.J. office.

He previously worked at M.J. Mrvica Associates as an account manager.

Medical-Education **POOL**

Cassandra **GALLIGHER**
Bridget **MARON**
E.J. **MCCAFFREY**

The Curry Rockefeller Group
Hires and Promotes

The Curry Rockefeller Group, a thought-leader focused medical-education firm located in Tarrytown, N.Y., has announced additions and promotions in its oncology division and its editorial department.

Cassandra Galligher, RN, CRNP, oncology MSN, has been promoted to senior VP, managing director of CRG Oncology. Ms. Galligher previously served as VP, executive director, of this division since its inception in 2003.

Bridget Maron has joined the company as senior editor. A 25-year veteran of medical and legal publishing, Ms. Maron most recently was supervisor of copy editing services at QED Communications.

E.J. McCaffrey has been promoted to senior program director for CRG Oncology. He is responsible for working with clients and faculty members as well as mentoring new staff.

Service **POOL**

Dr. Beth **EVERETT**
ImpactRx Makes Executive Move

Beth Everett, Ph.D., has joined the management team of ImpactRx as chief information



Network Inference.

Valarie L. **HIGGINS**
Marsha B. **REHRER**
ICTI Announces Promotions



was director of clinical services. She holds a B.A. in psychology from Rutgers University.

The Yardley, Pa.-based company has promoted Marsha B. Rehrer to director, software testing services, from associate director. She holds a B.S. in English from Davis & Elkins College.

Bob **HOROWITZ**
SciQuest Names VP of
Commercial Sales



the life-sciences and commercial sectors.

Previously, Mr. Horowitz was the director of sales for Kana Software. He holds a MBA in strategic management from Pace University and a B.A. in economics from the State University of New York at Stony Brook.

Dr. Martin R. **LAUTMAN**
GfK Names CEO for Custom
Research Business

Martin R. Lautman, Ph.D., has been named CEO of GfK Custom Research, North America. Based in Minneapolis, GfK Custom Research is a division of the GfK Group, a market research organization.

officer. ImpactRx, Mount Laurel, N.J., provides market and promotional response insight to the pharmaceutical industry.

Dr. Everett most recently served as a business strategy and development consultant with



ter's and Ph.D. degrees in mathematical psychology from Pennsylvania State University.

Dave **LEYDEN**
/alert Marketing Names President



Mr. Leyden has been with the /alert Group since 1987. He most recently served as national sales manager.

Dr. Lautman previously served as president and senior partner at GfK Arbor.

He received his bachelor's degree in political science from Brooklyn College of the City University of New York and his master's

degrees in mathematical psychology from Pennsylvania State University.

Dave Leyden has been promoted to president of /alert Marketing, Santa Clara, Calif., a division of Jobson that develops targeted media for delivering healthcare information and education to professionals and consumers.

Technology/Web **POOL**

Mike **JOHNSON**
Albena **PASHOVA**
Jian **XU**
I-SITE Adds Team Members

I-SITE, a Philadelphia-based provider of digital marketing solutions, has hired Mike Johnson as senior interactive designer. He is a graduate of the University of North Carolina at Greensboro, where he earned a bachelor's degree in art with a concentration in graphic design.

Albena Pashova has been appointed account manager. She holds degrees in international economic relations and marketing from National and World Economy University in Sofia, Bulgaria.

Jian Xu has been named an interactive developer. She holds a bachelor's degree in computer science from Penn State University and a bachelor of fine arts degree in multimedia from the University of the Arts in Philadelphia. ♦

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