

Pharma **POOL**

Brian **AYRES**

Jason **CARLIN**

Dr. Maria **DEUTSCH**

Susan **GITTLE**

Megahh **HALLAHAN**

Chris **MARQUES**

Cynthia **SCHWALM**

Anjali **SHAH**

Staff Changes at Eisai's North America Operations

Eisai Corporation of North America has announced one staff addition at its headquarters and a number of new hires and promotions at Eisai Inc., the U.S. commercial operation of Japan's Eisai Co. Ltd. Eisai Corporation of North America is a subsidiary of Eisai Co. Ltd. that supports the activities of all Eisai operating companies in North America.

At Eisai Inc., Woodcliff Lake, N.J., Brian Ayres has been promoted to senior manager, sales technology and systems. He previously served as senior project manager, sales technology and systems. Mr. Ayres holds a B.S. in computer science from Cornell University.

Jason Carlin has joined Eisai Inc. as manager, sales analytics. Before joining Eisai, Mr. Carlin worked on salesforce optimization at ZS Associates. Mr. Carlin has a B.S. in industrial and systems engineering from the University of Florida and a master of engineering degree in operations research and industrial engineering from Cornell University.

Maria Deutsch, Pharm.D., has been promoted to associate director, medical commu-



nications, at Eisai Inc., from senior manager, drug information. Dr. Deutsch is responsible for managing customer support fulfillment functions, product inquiries, and reimbursement requests, and supports Eisai's Patient Assistance Programs. She received a B.S. in toxicology and pharmacy and an M.S. in clinical pharmacy from St. John's University, and a doctor of pharmacy degree from the College of Pharmacy, University of Arkansas for Medical Sciences.



Susan Gittle has been promoted to director, sales planning and business analysis, at Eisai Inc., with responsibility for supporting product launches, direct-to-consumer marketing, and business development projects. She was previously associate director, sales planning and analysis. Ms. Gittle received a B.S. in marketing/business administration from Montclair State University.

Megahh Hallahan has joined Eisai Corporation of North America as a global market research manager. Most recently, Ms. Hallahan was a market research manager at Amgen. She earned a B.A. in economics from Bucknell University and an MBA in marketing from the Robert H. Smith School of Business at the University of Maryland.

At Eisai Inc., Chris Marques has been promoted to specialty district manager from senior medical sales specialist, with responsibility for Eisai's New York City, Long Island, Southern Connecticut, and Northern New Jersey sales territories. Mr. Marques holds a B.S. in education from Florida Atlantic University.

Cynthia Schwalm has joined Eisai Inc. as president, succeeding Lonnel Coats, who remains president and chief operating officer

of Eisai Corporation of North America. Ms. Schwalm was most recently VP and general manager of Amgen's U.S. oncology business unit. She holds a B.S. in nursing from the University of Delaware and an MBA from The Wharton School of the University of Pennsylvania.



Eisai Inc. also has hired Anjali Shah as senior manager, business development. Previously, Ms. Shah worked at the American Stock Exchange in the transaction services department. Ms. Shah received a bachelor's degree in biology and finance from the University of Virginia and a master's degree in biotechnology from Columbia University.

Jack **BAILEY**

Enrique **CONTERNO**

Newt **CRENSHAW**

Dr. Tim **GARNETT**

Dan **HASLER**

Nancy **LILLY**

Dr. Jen **STOTKA**

Dr. Don **THERASSE**

Lilly Announces Changes to Executive Leadership Structure

Eli Lilly has unveiled a number of changes across its senior leadership structure as the Indianapolis-based pharmaceutical company continues to position itself to compete in a challenging business environment. The restructuring follows the recent appointment of John Lechleiter, Ph.D., as president and CEO.

Lilly has changed its leadership structure in the U.S. market, replacing four divisional VP roles with two VP positions with significantly expanded responsibilities built around the company's main customer groups: physicians and other healthcare professionals; and institution-based customers such as hospitals, specialists, and third-party payers.

Jack Bailey, who previously served as VP of U.S. sales and marketing, business-to-business, has been named VP for account-based markets, with responsibility for institution-based customers. Mr. Bailey also has therapeutic responsibility for Lilly's oncology, endocrine, and cardiovascular brands.





Enrique Conterno, former VP of Lilly's U.S. neuroscience business, has been appointed VP for healthcare professional markets. He has responsibility for the company's neuroscience, diabetes, and osteoporosis brands.

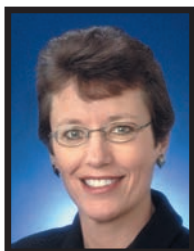


In other executive shifts, Newt Crenshaw, formerly president and general manager of Lilly Japan, has assumed the newly created role of VP of policy, pricing, reimbursement and access, and international corporate affairs, and is now based at the company's Indianapolis headquarters.

Lilly's research arm, Lilly Research Laboratories (LRL), has created a combined global regulatory, medical, and patient safety organization. Tim Garnett, M.D., formerly VP of global patient safety, has assumed the role of VP and chief medical officer responsible for leading this new organization.



Lilly also has consolidated its global marketing and international marketing organizations, naming Dan Hasler VP of the expanded organization. Mr. Hasler was previously VP of global brands. Nancy Lilly, former VP of U.S. sales and marketing for specialty products, has been appointed VP of new product planning and market analytics. In her new role, Ms. Lilly is responsible for leading new product planning, market research, global pricing, and business development. In other changes at LRL, Jen Stotka, M.D., has been named VP of global regulatory affairs, and Don Therasse, M.D., VP of global patient safety.



Dr. Mary

HAAK-FRENDSCHO

Takeda's U.S. Subsidiary Brings on New President

Takeda San Francisco, a South San Francisco, Calif.-based subsidiary of Japan's Takeda Pharmaceutical Co. Ltd. focused on therapeu-



tic antibody research, has appointed Mary Haak-Frendscho, Ph.D., president and chief scientific officer. Dr. Haak-Frendscho is responsible for leading all activities at Takeda San Francisco.

Dr. Haak-Frendscho most recently was at Xoma, where she was chief science officer and VP, preclinical research and development. She received a B.S. in zoology from the University of Michigan, a master's of liberal arts from Washington University in St. Louis, a master's in immunology from Stony Brook University, and a doctorate in immunology from the University of Wisconsin.

Biotech POOL

Paolo PUCCI

ArQule Selects New CEO



Paolo Pucci has joined ArQule as CEO, succeeding Stephen Hill, B.M., B.Ch., M.A., FRCS, who is now president and CEO of Solvay Pharmaceuticals. Peter Lawrence, who served as interim CEO, remains at ArQule as president and chief operating officer. ArQule, Woburn, Mass., is a biotechnology company focused on small-molecule cancer therapeutics.

Mr. Pucci was most recently senior VP and president in charge of Bayer AG's Bayer-Schering Pharmaceuticals Global Oncology/Specialized Therapeutics business units. He received an MBA from the University of Chicago and is a graduate of the Università Degli Studi Di Napoli in Naples, Italy.

Biopharmaceutical POOL

Craig PHILIPS

Cell Therapeutics Names Former Bayer Oncology Executive President

Craig Philips has been appointed president of Cell Therapeutics (CTI), succeeding James



Bianco, M.D., who remains CEO of CTI. Mr. Philips is responsible for all development and commercial operations for the Seattle-based biopharmaceutical company's integrated portfolio of oncology products in the United States and Europe. He most recently was VP and general manager of Bayer Healthcare Oncology.

Specialty POOL

Peter BRANDT

Dr. Steven DINH

Noven Hires Pfizer Veteran as CEO

Noven Pharmaceuticals, Miami, has appointed Peter Brandt president and CEO. Mr. Brandt succeeds interim CEO Jeffrey Eisenberg, who remains with Noven as executive VP. Mr. Brandt spent 28 years at Pfizer, most recently as president – U.S. pharmaceutical operations. He received a B.A. in economics and marketing from the University of Connecticut and an MBA in finance and accounting from Columbia University.



Noven has named 25-year industry veteran Steven Dinh, Sc.D., VP and chief scientific officer. Dr. Dinh is responsible for the functioning, expansion, and productivity of Noven's transdermal drug-delivery program.

Dr. Dinh joins Noven from Emisphere Technologies, where he most recently served in the dual role of VP of research and technology development and co-chair – office of the president. He earned a bachelor of engineering degree from The Cooper Union for the Advancement of Science and Art, an M.S. from Cornell University, and a doctor of science degree from the Massachusetts Institute of Technology.

Dr. Mark VARNEY

Cortex Promotes Science Chief to CEO Role

Cortex Pharmaceuticals, Irvine, Calif., has promoted Mark Varney, Ph.D., to succeed Roger Stoll, Ph.D., as president and CEO. Dr. Varney previously served as Cortex's chief



operating officer and chief scientific officer. Dr. Stoll remains at Cortex as executive chairman.

Dr. Varney received his B.Sc. in biochemistry with honors from Surrey University, U.K. and completed his Ph.D. and

postdoctoral training at Oxford University. Cortex is a neuroscience company that focuses on the discovery and clinical development of Ampakine molecules.

Bill WELLS

New CEO at Biovail

Biovail, a specialty pharmaceutical company based in Mississauga, Ontario, has appointed Bill Wells to succeed Douglas Squires, Ph.D., as CEO. Dr. Squires, who had been serving as interim chairman and CEO, continues as chairman of Biovail. Mr. Wells is a graduate of the University of Western Ontario and the University of South Carolina, with a Master's degree in international business.

Agency POOL

Jennifer **BELKNAP**

Joel **GERBER**

Meredith **NELSON**

Lynn **PAOLICELLI**

Cynthia **RITTER**

Blue Diesel Expands Creative, Account Teams

Interactive communications company Blue Diesel, Columbus, Ohio, an inVentiv Health company, has announced several additions to its creative and account management groups.

Jennifer Belknap has joined Blue Diesel as senior account manager. Ms. Belknap previously worked for Resource Interactive. She holds a bachelor's degree from the University of Toledo.



Joel Gerber has been named VP, technology. Mr. Gerber most recently served as senior VP, product development, for SMOBILE Systems. He received a bachelor's degree from Grove City College.

Meredith Nelson has been named account manager. Her previous

roles include client service manager at ECNext and program manager at America Online. Ms. Nelson holds a bachelor's degree from Capital University.

Lynn Paolicelli has been appointed account director. She was previously VP, client services for HealthBanks. Ms. Paolicelli received a bachelor's degree from Thomas More College.

Cynthia Ritter has joined Blue Diesel as senior interactive designer, from art director at Clary Communications. She earned a bachelor's degree from Parsons School of Design.

Jillene **BLACK**

Bill **MIRANDA**

Jessica **PERHAC**

Danielle **SIGNORILE**

Ignite Announces New Hires

Ignite Health has made a number of additions to its account and creative teams in California and New Jersey. Ignite, an inVentiv Health company, is a marketing agency that specializes in patient-centered medical advertising. Jillene Black has been named account executive based at Ignite's Irvine, Calif., headquarters. Ms. Black previously served as account executive at Interactivate.

At the Somerset, N.J., office, Bill Miranda has been appointed senior interactive designer. Mr. Miranda was previously senior Web designer at Temel. He holds a bachelor's degree from William Paterson University.

In Irvine, Jessica Perhac has been named account director. Ms. Perhac was most recently account director at 22clicks, a pharmaceutical interactive agency.

At the Somerset office, Danielle Signorile has been named account executive. She previously served as account executive at Ferrara & Company and Dentino Marketing. Ms. Signorile earned a bachelor's degree from Fairleigh Dickinson University.

Brian **BLANK**

Chris **BODMANN**

Patrick **SMITH**

Stinson Announces Additions, Promotions

Brian Blank has joined Stinson Brand Innovation, a Chicago-based health, science, and technology brand consultancy, as brand designer and production manager. Stinson also has promoted Chris Bodmann to client service manager and Patrick Smith to creative director. Mr. Smith has been with the Stinson brand-design team since 2007.

Jeff **BURKEL**

MicroMass Appoints Chief Operating Officer

MicroMass Communications, a patient-centric, behavior-based relationship marketing agency based in Cary, N.C., has named Jeff Burkel chief operating officer. Phil Stein, who previously served in the joint roles of chief financial officer and COO, continues in the role of CFO. Mr. Burkel was most recently COO and CFO at Blattner Brunner. He holds a B.S. in marketing from the University of Illinois at Urbana-Champaign and an MBA.

Dan **CARON**

William **HARBORT**

Amy **HIRSCHBERG**

Amanda **JOLY**

Kim **KALER**

Michael **KLEHA**

Molly **KLINGER**

John **MAREFKA**

Amy **POLTONAVAGE**

Michael **PRICE**

Nancy **ROBBINS**

Cortnee **SCALE**

Anne **SCHLEPPI**

Jeremy **SCHWEITZER**

Laura **SNEADE**

Lindsey **STORMONT**

David **VERDON**

Jamie **WEINER**

Staff Movements at GSW Worldwide

Healthcare advertising agency GSW Worldwide, an inVentiv Health company, has announced additions and promotions at its Columbus, Ohio, headquarters, as well as its offices in New York and Pennsylvania.

Dan Caron has joined the Columbus office as senior account executive. Mr. Caron previously served as senior account supervisor for Lulu Strategy and associate project leader for Ross Products.

William Harbort has been appointed senior art director. Mr. Harbort was most recently an associate creative director at Jankowski Company.

Amy Hirschberg has joined the New York office as VP, creative director. Most recently, Ms. Hirschberg was VP, group creative director at Carbon, a CommonHealth agency.

In Columbus, Amanda Joly has been named VP, communication planner. Ms. Joly most recently served as strategic planning director for MindShare USA. She earned a bachelor's degree from The Ohio State University.

Kim Kaler has been named senior account executive in GSW's Columbus office. Ms. Kaler previously served as an underwriting account executive for WOSU Public Media and as an account executive for Stephen Hill Enterprises.

Michael Kleha has joined GSW's Newtown, Pa., office as VP, integrated media, with responsibility for establishing media infrastructure and leading integrated communications strategy efforts. Previously, Mr. Kleha was director of media and metrics for Merck. He holds a master's degree from Carnegie Mellon.

In Columbus, Molly Klinger has been appointed account executive. Ms. Klinger's previous roles include promotional representative for Universal/Paramount Pictures and customer relations specialist for BMW Group Financial Services.

John Marefka has been hired as senior art director in GSW's Columbus office. Mr. Marefka most recently served as creative director for Marefka Marketing Association. He holds a bachelor's degree from University of Akron.

Amy Poltonavage has been named account supervisor at GSW's Columbus location. Ms. Poltonavage was most recently senior account executive for LehmanMillet.

Michael Price has joined GSW's Newtown office as account director. Mr. Price was previously account supervisor at MRM Gillespie and Bristol-Myers Squibb. He holds a bachelor's degree from Rider University.

At the New York office, Nancy Robbins has been hired as copy supervisor, from the same role at Sudler & Hennessey.

Cortnee Scale has joined the Columbus office as account executive. Ms. Scale most recently served as account executive for First Data Merchant Services.

Anne Schleppi has been named account executive. Ms. Schleppi was previously an associate buyer for Macy's South.

Jeremy Schweitzer has been hired as interactive senior art director. Mr. Schweitzer was most recently a senior user interface designer for America Online.

At GSW's Newtown office, Laura Sneade has been promoted to account director from interactive planner.

Lindsey Stormont has joined GSW's

Columbus office as account executive from the same position at Sudler & Hennessey.

David Verdon has joined GSW's New York office as VP, associate creative director. He most recently was senior VP, creative director of copy, at Interlink Healthcare Communications. Mr. Verdon holds a bachelor's degree from The Ohio State University.

In Columbus, Jamie Weiner was hired as senior account executive. Ms. Weiner's previous positions include program manager for The Ohio State University and account manager for MurphyEpson.

Jack CUFFARI

Y Brand Expands Executive Team

New York-based strategic consulting group Y Brand, an inVentiv Health company, has announced Jack Cuffari has been named senior VP, worldwide strategy director. Mr. Cuffari most recently was head of his own consulting firm, Jack Cuffari Consulting Services.

Pete DENSMORE

Jennifer GOLD

Teresa JAY

Jennifer LEOPOLDT

Maura STEFANIK

Staff Additions at Donahoe Purohit Miller

Donahoe Purohit Miller (DPM), a full-service healthcare marketing and communications company based in Chicago, has unveiled a number of additions to its account services, creative, and editorial teams.

Pete Densmore has been appointed senior account executive. He was previously with Euro RSCG Life, where he handled product launches in various therapeutic categories.

Jennifer Gold has been named senior account executive after serving as a pharmaceutical sales representative for an unnamed company. She is a graduate of Northwestern University, where she studied integrated marketing communications.

DPM has appointed Teresa Jay senior art director. Ms. Jay's career has included designing logos, creating global branding, launching new brands, and visualizing complex medical and pharmaceutical concepts.

Jennifer Leopoldt was named medical editor. She has worked as editor of a newspaper and has held positions in medical news and book publishing. Ms. Leopoldt holds a B.S. in journalism from Northwestern University.

Maura Stefanik has joined DPM as an account supervisor.

Barbara DOWLING

New Executive at Cadient Group



Cadient Group, West Conshohocken, Pa., an independent interactive marketing agency serving the healthcare industry, has appointed Barbara Dowling as senior VP, customer engagements. Ms. Dowling previously served as senior VP of strategy, sales, and service at Lathian Systems. Ms. Dowling received a B.S. in nursing from the University of Tennessee, Knoxville.

Madeleine GOLD

Bindhu GOPALAN

Centron Adds to Advertising, Medical Education Groups



New York-based medical communications firm Centron, a HealthSTAR Communications company, has named Madeleine Gold executive VP, managing director, of its advertising agency. Ms. Gold joins Centron from HealthSTAR's sister agency, HealthSTAR PR, where she served as chief operating officer.

Bindhu Gopalan has joined Centron's medical-education division as account group supervisor.

Ms. Gopalan was most recently the East Coast account manager at Arbor Scientia.

Eva HEYMAN

Jacqueline "Jack"

NOLAN

Digitas Health Makes Senior-Level Promotions



Digitas Health has announced two promotions among the senior leadership in its New York office. Digitas Health is the healthcare marketing brand of digital marketing agency Digitas, a Publicis

Groupe company. Eva Heyman was promoted to senior VP, marketing.

Ms. Heyman holds an MBA from Harvard University.

Jacqueline "Jack" Nolan was promoted to senior VP, creative, from VP, group creative director.

Mark **HUTSON**

MedPoint Selects Business Development Director



MedPoint Communications, Evanston, Ill., a provider of communications and e-media services, has named Mark Hutson director of business development responsible for managing and developing business relations with major clients based in the Northeast and Midwest. Mr. Hutson previously was with i3 Statprobe and MDS Pharma Services.

Nancy **JACOBY**

Monika **POELZMANN**

Helix Adds Two VPs



Global healthcare communications agency Helix Medical Communications, Bridgewater, N.J., has appointed two executives to its leadership team. Nancy Jacoby was named VP, medical affairs. Ms. Jacoby is a licensed pharmacist with more than 10 years of clinical, management, and marketing experience.



Monika Poelzmann was appointed VP, client services. Ms. Poelzmann was previously product director, Tygacil global strategy, at Wyeth Pharmaceuticals.

Tom **KEMPISTY**

Sentrix Announces Promotion



Sentrix Health Communications, Berkeley Heights, N.J. has promoted Tom Kempisty to executive VP, managing director.

Sentrix is a full-service global health marketing and communications agency and a Sudler & Hennessey network company.

Julie Anne **LEWIS**

Pearl **OCHOA**

Anthony "Tony" **POPE**

Julia **THIEL**

Kevin **TRAN**

New Hires at AbelsonTaylor



Advertising agency AbelsonTaylor, Chicago, has made several additions and promotions.

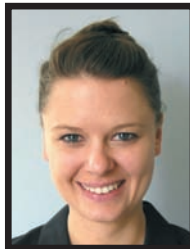
Julie Anne Lewis has been promoted to senior copywriter from copywriter. Ms. Lewis received a B.A. in communications and English and an M.A. in English from Purdue University.



Pearl Ochoa has been promoted to senior art director from art director. Ms. Ochoa has a B.A. in graphic design from Columbia College.



Tony Pope has joined AbelsonTaylor as senior copywriter. Mr. Pope was senior copywriter at Goble. He received a B.A. summa cum laude and an M.A., both in English, from Northern Illinois University.



Julia Thiel has been promoted to senior art director from art director. Ms. Thiel received a degree in fashion and communications graphic design from the German Master School for Fashion and Visual Communication Arts in Munich.

Kevin Tran was named art director. He joins AbelsonTaylor after being a freelancer. He received a B.S. in advertising from the University of Illinois at Urbana-Champaign.

Angie **MILLER**

Syed **MOINUDDIN**

Steven **PALMISANO**

MedThink Strengthens Account Services Team

MedThink Communications, a full-service medical communications agency based in Raleigh, N.C., has promoted Angie Miller to

senior VP from her previous position of VP of medical communications.



In other moves, MedThink has hired Syed Moinuddin as account director. Mr. Moinuddin was previously account supervisor at Cline, Davis & Mann. He holds an MBA from University of North Carolina at Chapel Hill – Kenan-Flagler Business School.

The company also has named Steven Palmisano VP of medical communications, responsible for managing the account services team. He received a B.S. in microbiology and public health from Michigan State University.

Jim **REIDY**

Arista Marketing Names Business Development VP



Arista Marketing Associates, a Blue Bell, Pa.-based provider of field-alternative messaging services for biopharma companies, has appointed Jim Reidy VP of business development. Arista is a member of the

Publicis Healthcare Communications Group of companies.

Mr. Reidy was most recently senior national director of business development for HealthBridge Practitioner Access Solutions. He received an MBA in marketing from Fairleigh Dickinson University.

Steven **ROY**

HC&B Creates Digital Division



HC&B Healthcare Communications, an Austin, Tex.-based independent healthcare agency, has selected Steven Roy, director of interactive, to head the agency's newly created digital division.

The new business unit, HC&B Digital, offers clients expanded digital capabilities.

Mr. Roy holds a BFA from the Maryland Institute College of Art.

Jennifer **SAMUELS**

GHG Taps Account VP

GHG Grey Healthcare Group (GHG), a WPP company, has hired Jennifer Samuels as executive VP, account services. Ms. Samuels



serves as the strategic lead on GHG's specialty care business and is working on key accounts to improve operations and expand client support. She most recently was senior VP, group managing director at Cline, Davis & Mann.

Hayley **SOFFER**

HealthSTAR PR Adds Executive VP



HealthSTAR Public Relations (HSPR), New York, has hired Hayley Soffer as an executive VP responsible for supporting the growth and expansion of the company's client portfolio. HSPR is part of the HealthSTAR Communications marketing services network. Ms. Soffer previously managed the healthcare practice at Publicis Consultants |PR.

Scott **STOOGENKE**

New Marketing VP at IMC

Informed Medical Communications (IMC), an Edison, N.J.-based provider of peer-to-peer medical forums for the biopharmaceutical industry, has appointed Scott Stoogenke VP, marketing, with responsibility for developing marketing strategies for IMC and its network companies, The Peer Group and RxDialogue.

Mr. Stoogenke was most recently director of corporate marketing at Covance. He received a B.S. in biochemistry/molecular biology from the University of Maryland, an M.A. in education/human development from George Washington University, and an MBA in marketing/international business from the Robert H. Smith School of Business at the University of Maryland.

Ross **THOMSON**

Vox Medica Strengthens Creative Leadership



Ross Thomson has joined independent healthcare communications company Vox Medica, Philadelphia, as executive VP, chief ideation officer, with responsibility for developing novel creative processes and

solutions. Mr. Thomson was previously executive VP, chief creative officer, at Grey Healthcare Group.

Angela **THORELL**

Scorr Appoints Newest Partner

Scorr Marketing, a full-service marketing and public-relations company based in Kearney, Neb., has named Angela Thorell a partner in the firm. Ms. Thorell has been a senior VP with the firm since 2006. She holds bachelor's degrees in biological sciences and advertising/marketing from the University of Nebraska-Lincoln.

Peter **ZAMISKA**

Noesis Hires Creative Chief



Noesis, CommonHealth's professional advertising and promotion unit based in Parsippany, N.J., has appointed Peter Zamiska executive VP, chief creative officer (CCO), responsible for the overall management and productivity of the Noesis creative team. Mr. Zamiska was most recently executive VP, chief creative officer at The CementWorks, a healthcare advertising agency based in New York.

Consulting **POOL**

Ariella **DUGAN**

Deborah **FREEDMAN**

Michael **FRONSTIN**

Larry **WEINGARTEN**

Consumer Health Sciences Promotes Four Managers

Consumer Health Sciences (CHS), New York, has announced four management promotions.

Ariella Dugan has been promoted to director of research services, from manager of research services. In her new role, Ms. Dugan provides the link between the client and the field operations group.



Deborah Freedman has been promoted to VP, business development, where she is using her business development and marketing experience to help clients meet their business challenges. Ms.



Freedman was director, business development.

Michael Fronstin has been promoted to chief operating officer from VP, business development, adding CHS's Health Economics Outcomes Research function to his business-development leadership responsibilities.



Larry Weingarten has been promoted to executive VP, research services and systems, from senior VP, research services and systems.

Art **MCKEE**

Pattie **O'DONNELL**

Hardoncourt "Trip"

TREPAGNIER

DoubleHelix Expands Market Research Team

Double Helix, Fort Washington, Pa., has made additions to its staff as it expands its qualitative and quantitative pharmaceutical custom market research capabilities.



Art McKee has joined Double Helix as senior VP responsible for new business development. Mr. McKee has 16 years of market-research experience, most recently at Ziment. He received a B.A. from Rider University and an MBA from LaSalle University.



Pattie O'Donnell has been named director/moderator. Ms. O'Donnell has more than 15 years of market research experience. She holds a B.S. from Pennsylvania State University.



Hardoncourt "Trip" Trepagnier has joined Double Helix as senior VP, strategic quantitative market research. Mr. Trepagnier has 20 years of experience in marketing, product development, and strategic planning, most recently with HCD Research. He earned a B.S. in statistics from Stanford University and an MBA in marketing from the Wharton School at the University of Pennsylvania.

CRO POOL

Steve **AGNOFF**

Bill **GWINN**

Susan **JALBERT**

Diane **MONTROSS**

Inclinx Announces Executive Shifts

Inclinx, a Wilmington, N.C.-based CRO specializing in physician and patient recruitment for clinical trials, has restructured some positions to support its continued growth.

Steve Agnoff has assumed the role of senior VP of sales and marketing. Mr. Agnoff received a B.S. in marketing from Boston University School of Management.

Bill Gwinn has been promoted to VP of new product development from his previous role of VP of patient enrollment. Mr. Gwinn holds a bachelor's degree in economics from Vanderbilt University and an MBA from the University of Chicago.

Susan Jalbert has been named VP of sales responsible for providing strategic direction for a team of business development personnel. Ms. Jalbert earned a B.S. from the University of Vermont.

Diane Montross has joined Inclinx as director of patient recruitment. Ms. Montross is responsible for strategically positioning the products and services that support clinical trial enrollment. She was most recently director of media services at Veritas Medicine.

Alan **BOYCE**

Simon

HIGGINBOTHAM

Leadership Changes at Kendle

Alan Boyce has rejoined Kendle Interna-



tional, Cincinnati, as VP and chief marketing officer. Mr. Boyce served as Kendle's VP, global clinical development—Europe and Africa and most recently was chief operating officer of Synexus.



Mr. Boyce succeeds Simon Higginbotham, who has been promoted to president of Kendle. Chris Bergen, who served as president and chief operating officer of Kendle, continues as COO. Mr. Higginboth-

am has more than 25 years of leadership experience.

David **COMAN**

Millie **TAN**

New VPs Join Quintiles

Quintiles Transnational, a Research Triangle Park, N.C.-based provider of drug development and commercialization services, has added two executives to its leadership.

David Coman has joined Quintiles as senior VP, communications and patient recruitment. Previously, Mr. Coman was VP of global marketing at Dendrite International. He received a bachelor's degree from Michigan State University and an MBA from Northwestern University.



Quintiles has named Millie Tan senior VP, global marketing, and chief marketing officer. Ms. Tan was most recently chief marketing officer for Monster Worldwide's European business. She holds a bachelor's degree

from Skidmore College, a master's degree from Columbia University, and an MBA from Dartmouth College.

Dr. David **GREEN**

Dr. Neil **SHUSTERMAN**

RPS Adds to Senior Management Team

RPS (ReSearch Pharmaceutical Services), Fort Washington, Pa., has appointed two executives to its senior management team. David Green, Ph.D., joins RPS as VP of clinical operations, with responsibility for the oversight of data management, statistics, programming, site management and monitoring,

and project management. Most recently, Dr. Green served as executive director of clinical field operations at Amgen.

Neil Shusterman, M.D., has been appointed senior VP, medical, regulatory, and drug safety. Dr. Shusterman was previously senior VP of clinical development at the Forest Research Institute of Forest Laboratories.

Dr. Scott **TREIBER**

inVentiv Clinical Names Chicago-Based VP



inVentiv Clinical Solutions, the Somerset, N.J.-based clinical services division of inVentiv Health, has hired Scott Treiber, Ph.D., as senior VP of clinical operations based in inVentiv Clinical's Chicago office. Most

recently, Dr. Treiber was VP of clinical research for PharmaNet. He received an MBA from Ellis College of the New York Institute of Technology and a Ph.D. in biology from the University of California Santa Cruz.

Media **POOL**

Brian **BLITZ**

Eileen **HUBERT**

New Publishers at Quadrant HealthCom



Quadrant HealthCom, Parsippany, N.J., has named Brian Blitz, PA-C, group publisher of Clinician Reviews and Convenient Care, a new publication included within Clinician Reviews.

Mr. Blitz was previously associate publisher and publisher for Consultant magazine and Consultant for Pediatricians, both published by CMPMedica. He is a board-certified physician assistant and an adjunct clinical assistant professor at Long Island University.

Eileen Hubert has joined Quadrant HealthCom, Parsippany, N.J., as group publisher for Neurology Reviews and NeuroPsychiatry Reviews. Ms. Hubert was most recently associate publisher of Cardiology Review and Physician's Money Digest, both owned by MJH and Associates (formerly Ascend Media).

Medical Education **POOL**

Todd **GRAVERSON**

L&M Healthcare Opens New Office



Independent full-service medical education company L&M Healthcare Communications, Mountainside, N.J., has appointed Todd Graverson VP, client services, based in the firm's new Midwest office in Milwaukee. Mr. Graverson most recently served as a senior product manager for Schwarz Pharma.

Service **POOL**

Renee **BILLINGTON**

Dan **GOBER**

New Additions, Promotions at Publicis Selling Solutions



Publicis Selling Solutions, a Lawrenceville, N.J.-based provider of sales teams and support services, has announced a number of additions and promotions.

Renee Billington has been promoted to manager, sales reporting and analytics. Ms. Billington was previously a sales operations analyst.



Dan Gober has joined Publicis Selling Solutions as senior director, business development. Previously, Mr. Gober was western regional sales director for Oscient Pharmaceuticals.

Roseanne

BRANCIFORTE

Pharmagistics Appoints Managing Director

Roseanne Branciforte has joined Pharmagistics, Somerset, N.J., as managing director.

Pharmagistics, a Publicis Healthcare Communications Group Company, provides direct marketing, PDMA compliance, and specialty logistics services.

Most recently, she served as senior VP of operations at Esprit Pharma. Ms. Branciforte received a B.S. in pharmacy from Rutgers College of Pharmacy and an MBA in finance from Rider University, and is a registered pharmacist in New Jersey.

Adam **PORTERFIELD**

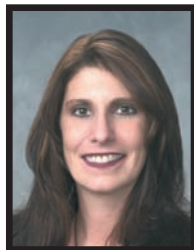
Lisa **STERNADORI**

TVG Promotes Executives

TVG Marketing Research & Consulting, a Dresher, Pa.-based provider of marketing research, marketing consulting, and training services, has promoted two key members of its professional staff.



Adam Porterfield, Psy.D., MBA, has been promoted to associate VP from executive director. As a member of TVG's qualitative research team, he has conducted several extensive research programs that have helped shape strategy for products approaching launch in the U.S., as well as across Europe and Asia.



Lisa Sternadori, MBA, has been promoted to VP from associate VP. Ms. Sternadori has been a leading member of TVG's strategic account management team.

Clark **RIDGE**

PharmaCentra Expands Leadership Team

PharmaCentra, an Atlanta-based marketing and services firm that provides customizable healthcare management programs to the pharmaceutical industry, has appointed Clark Ridge VP of operations and client services. Mr. Ridge was previously director of consumer contact management for Assurant.

Arlene **VASQUEZ**

Advanced Health Media Appoints Account Team Head

Advanced Health Media (AHM), a provider of meeting logistics, commercial compliance management solutions, and sales-force productivity tools for the pharmaceutical industry, has named Arlene Vasquez senior



director, account management, with responsibility for leading the account team and providing strategic direction.

Ms. Vasquez is based in AHM's Union, N.J., office. The company also has locations in Bridgewater and Somerville, N.J.; Philadelphia; and Chesapeake, Va.

Blane **WALTER**

New CEO Appointed at inVentiv Health



inVentiv Health, a Somerset, N.J.-based provider of commercialization services to the global pharmaceutical and healthcare industries, has selected its president, Blane Walter, to succeed Eran Broshy as CEO. Mr.

Broshy remains with inVentiv Health as executive chairman.

Mr. Walter has been president of inVentiv Health since 2007. He joined inVentiv Health in 2005 as president and CEO of its inVentiv Communications business segment, a global group of specialized communications companies providing customized marketing solutions to the health and wellness industries.

Technology **POOL**

Deirdre **BEVARD**

ClearTrial Appoints Clinical Services Director



ClearTrial, a Chicago-based provider of clinical-trial software for clinical operations planning, budgeting, and outsourcing, has hired Deirdre Bevard as senior director of clinical services, eastern region. Ms. Bevard was

previously executive director, clinical research for the Physician Alliance for Clinical Research (PACR), formerly part of HealthSouth.

Send your personnel announcements to feedback@pharmavoice.com.