

Pharma POOL

Dr. Alan **BREIER**

Dr. Michael **CLAYMAN**

Dr. Tim **FRANSON**

Lilly Announces Personnel
Changes

Eli Lilly recently announced personnel changes.



Alan Breier, M.D., has been promoted to the role of VP for medical and chief medical officer. Previously, Dr. Breier was a Lilly clinical research fellow and leader of the Zyprexa product team. He is replacing Michael

McDonald, M.D., who has left Lilly to pursue other opportunities.

Dr. Breier joined Lilly in 1997 as a Lilly clinical research fellow and member of the Zyprexa product team. He was promoted to Zyprexa product team leader at the end of 1998.

Before joining Lilly, Dr. Breier completed a three-year research fellowship at the National Institute of Mental Health Intramural Research Program and then became chief of the outpatient research program at the Maryland Psychiatric Research Center and associate professor of psychiatry at the University of Maryland School of Medicine. Dr. Breier received a bachelor of arts degree from the University of Toledo (Ohio) in 1975 and a doctor of medicine degree in 1980 from the University of Cincinnati School of Medicine. He served as a resident in psychiatry from 1980 to 1984 at Yale University School of Medicine.



In addition, Tim Franson, M.D., has been promoted to the role of VP of global regulatory affairs. Dr. Franson previously was VP of clinical research and U.S. regulatory affairs and policy.

Dr. Franson currently serves on the board of the National Patient Safety Foundation and was cochair of the PhRMA/FDA/BIO Prescription Drug User Fee Act-3 steering committee. He also serves as chair of PhRMA's FDA committee staff work group and PhRMA's good manufacturing practices steering committee.

Dr. Franson received a bachelor of science degree in pharmacy from Drake University in 1974 and a doctor of medicine degree in 1978 from the University of Illinois College of Medicine. He served his internship and residency at the University of Iowa Hospital and a fellowship in infectious diseases at the Medical College of Wisconsin where he was a full-time faculty member and NIH-funded investigator before joining Lilly in 1986 as an associate clinical investigator.

He replaces Michael Clayman, M.D., who has been appointed to the role of VP of Lilly Research Laboratories. In this new role, Dr. Clayman works on special drug development and regulatory projects.

Dr. Charles **KUNSCH**

Dr. James A. **SIKORSKI**

Dr. Cynthia L. **SUNDELL**

AtheroGenics Announces
Promotions in Discovery Research

AtheroGenics, a Alpharetta, Ga.-based pharmaceutical company focused on the treat-

ment of chronic inflammatory diseases, has promoted Charles Kunsch, Ph.D., to senior director of biological research, James A. Sikorski, Ph.D., to senior director of discovery medicinal chemistry, and Cynthia L. Sundell, Ph.D., to director of pharmacology.

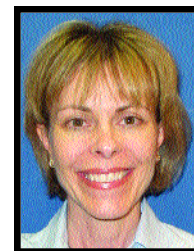
In his new role, Dr. Kunsch, previously director of biological research, oversees a range of early-discovery research activities for the company's v-protectant technology and kinase-inhibitor programs. Dr. Kunsch is responsible for implementing and overseeing early-discovery technology to identify and validate new anti-inflammatory drug targets, coordinating biomolecular screening activities of the company's small-molecule inhibitors against these targets, and biological characterization of lead molecules.

Before joining AtheroGenics in 1997, Dr. Kunsch served as research scientist in the department of exploratory research at Human Genome Sciences. Dr. Kunsch is author or coauthor of more than 45 publications and inventor or coinventor of 10 patents. He received his Ph.D. in microbiology and immunology from Pennsylvania State University.

Dr. Sikorski, previously director of discovery medicinal chemistry, oversees all new discovery chemistry efforts supporting the company's v-protectant and kinase-technology platforms, including all exploratory chemistry, scale up, and outsourcing. In addition to his discovery chemistry responsibilities, Dr. Sikorski also leads a clinical-development team that is developing a new, oral rheumatoid arthritis therapy.

Before joining AtheroGenics in 2001, Dr. Sikorski served as science fellow in medicinal chemistry for Pharmacia and Searle, where he identified novel lead molecules for several cardiovascular and anti-inflammatory programs. Dr. Sikorski has authored or coauthored more than 100 research publications, reviews, and book chapters and is an inventor or coinventor of more than 75 U.S. and foreign patents. He earned his Ph.D. in organic chemistry from Purdue University.

In her new role as director of pharmacology, Dr. Sundell oversees the pharmacological characterization of lead molecules arising from the company's discovery research. Dr. Sundell, who previously was associate director of phar-



macology, also is responsible for developing and implementing *in vivo* models of disease in the areas of atherosclerosis, rheumatoid arthritis, and asthma.

Dr. Sundell, an AtheroGenics employee since 1995, formerly was a senior research associate in the department of medicine at Emory University School of Medicine where she worked in the areas of vascular and pulmonary biology. Dr. Sundell is author or coauthor of 12 publications and is a coinventor of one patent. She received her Ph.D. in biology from the University of Pennsylvania.

Biopharmaceutical POOL

Dr. Joseph **BOLEN**

Thomas **CRAWFORD**

Dr. Robert **TEPPER**

Millennium Announces
Changes in R&D Management

Julian Adams, Ph.D., senior VP of drug discovery and development has decided to leave Millennium Pharmaceuticals Inc. to accept a new role as chief scientific officer at Infinity Pharmaceuticals. Millennium is a biopharmaceutical company based in Cambridge, Mass.

Joseph Bolen, Ph.D., senior VP of discovery research, and Robert Tepper, M.D., president of research and development, assume Dr. Adams' line responsibilities on an interim basis. Thomas Crawford, formerly global head of the chemical research and development group at Pfizer, continues in his role as VP of strategic development, also reporting to Dr. Tepper. Company executives are seeking to recruit a VP of drug discovery and development.

David **HOWARD**

Daniel O. **WILDS**

Scolr Expands
Management Team

Scolr has appointed Daniel O. Wilds to the positions of president and CEO and a member of its board of directors. Based in Redmond, Wash., Scolr is a biopharmaceutical company formerly

known as Nutraceutix and is leveraging specialized knowledge, proprietary and patented products, and technologies for OTC products, prescription drugs, and dietary supplements.

Mr. Wilds' 30 years of healthcare industry experience includes 24 years at Baxter International where he served as VP of corporate alliances and as president of two divisions. Mr. Wilds also has served as president and CEO of three early stage healthcare companies.

In addition, David Howard, former president and CEO of Scolr, is assisting the company by heading a new advisory task force for the scientific and commercial advancement of the company's controlled-release delivery platform. Mr. Howard remains a member of the company's board of directors.

The appointment of Mr. Wilds and the establishment of a task force for the company's controlled-delivery technology (CDT) come as Scolr accelerates its licensing and partnering activities in the controlled-release of both pharmaceuticals and nonprescription supplements.

Dr. William J. **MARTONE**

Cubist Appoints
Medical Affairs Head



Cubist Pharmaceuticals has appointed William J. Martone, M.D., as executive director of medical affairs. Cubist, Lexington, Mass., is a biopharmaceutical company focused on the research, development, and commercialization of anti-infective drugs.

Dr. Martone has more than 25 years of infectious-disease experience and has joined Cubist to establish the company's medical affairs department. The medical affairs department is a liaison between the medical community and Cubist and is responsible for pharmacovigilance, drug information, and Phase IIIb, Phase IV, and pharmacoeconomic studies.

NEW RESEARCH PRIZE HONORS FORMER PRESIDENT OF MERCK RESEARCH LABORATORIES

Dr. Edward M. **SCOLNICK**

The Edward M. Scolnick Prize in Neuroscience Research, created recently by Merck and MIT's McGovern Institute, is named in honor of the former president of Merck Research Laboratories. The annual research prize, which will begin in 2004, will recognize an outstanding discovery or significant advance in the field of neuroscience.

"This award will honor Dr. Scolnick's outstanding leadership in pharmaceutical science and service to humanity, as well as his commitment to the advancement of neuroscience and alleviation of mental diseases," says Dr. Phillip A. Sharp, director of the McGovern Institute at MIT. "The Scolnick Prize will bring greater visibility to the field of neuroscience, attracting young scientists to the field and encouraging increased support of this important research."

Edward M. Scolnick, M.D., stepped down as president of Merck Research Laboratories in December 2002, after holding Merck's top research post for 17 years. During his tenure, Dr. Scolnick led the discovery, development, and introduction of 29 new medicines and vaccines. While many of the medicines and vaccines have contributed to improving patient health, some have revolutionized the ways in which certain diseases are treated.

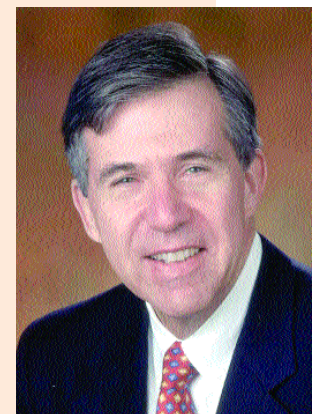
"Ed's research interests and efforts in the field of severe mental disorders have increased over the years, and he is now pursuing this scientifically and socially complex disease area on a full-time basis," says Dr. Peter S. Kim, current president of

Merck Research Laboratories. "I'm pleased that MIT's McGovern Institute and Merck were able to create what we hope to be the premier neuroscience research award to recognize one of the true scientific leaders of our time."

The Edward M. Scolnick Prize is supported by a grant from The Merck Company Foundation. The annual prize provides an important focus for the international neuroscience community, building bridges that will promote future collaborations and an accelerated pace of neuroscience research. It consists of an award equal to \$50,000 and will be awarded each year to one recipient, starting in fiscal year 2004. The prize will be memorialized in an inscribed gift presented to the annual Edward M. Scolnick Prize recipient.

The McGovern Institute will be responsible for the selection process, announcement of the award, and management of the ceremonies associated with the annual award.

The director of the McGovern Institute will establish a selection committee consisting of at least seven members, including a committee chair. All members will be recognized neuroscientists.



MIT's McGovern Institute has instituted an annual international neuroscience research prize in honor of former Merck Research Laboratories President Dr. Edward M. Scolnick.

Most recently, Dr. Martone was senior executive director of the National Foundation for Infectious Diseases, a position held since 1995.

He has served as clinical associate professor of medicine at Emory University School of Medicine and as attending physician, Division of Infectious Diseases at the Washington, D.C., Veterans Administration Medical Center.

Specialty POOL

Rob **BURGESS**

Terry **CONRAD**

Merz Appoints New President, CEO

Merz Inc., the Greensboro, N.C.-based U.S. subsidiary of the Frankfurt, Germany-based Merz Group, a leading pharmaceutical and writing instruments company, has announced changes that enhance the strategic position of its largest subsidiary.



Merz Pharmaceuticals-US president Terry Conrad has been appointed president and CEO of Merz Inc. Mr. Conrad now oversees all Merz' interests in the United States, which include Merz Pharmaceuticals-

US and the group's U.S. writing instruments company, Senator USA, as well as the U.S. real-estate holdings of Merz Group.

Merz Pharmaceuticals-US chief financial officer, Rob Burgess, was named chief financial officer and VP of administration for Merz Inc.

Dr. Cameron **DURRANT**

Former Pharmacia Executive Heads Pediatric Pharma Company



Cameron Durrant, M.D., has been appointed president of PediaMed, a pharmaceutical company devoted to the health of children. PediaMed, Florence, Ky., is a member of the Union Springs Portfolio of companies.

Dr. Durrant formerly served as VP and head of global business planning and operations with Pharmacia. He led the global antibiotic marketing team and contributed to the launch of Zyvox.

Dr. Durrant also has practiced as a physi-

cian and been involved in a number of entrepreneurial businesses in the United States, United Kingdom, and Australia.

A graduate of the Welsh National School of Medicine, Cardiff, Dr. Durrant earned a bachelor of medicine, bachelor of surgery, and a master's in business administration from Henley Management College, Oxford. He serves as an affiliate volunteer for the American Heart Association and as nonexecutive director for health-technology company Medusus and oncology-research company NEXTherapeutics.

Michael **SEMBER**

Women First HealthCare Names President and Chief Operating Officer

Women First HealthCare has named Michael Sember president and chief operating officer. Women First HealthCare is a San Diego-based specialty pharmaceutical company that provides pharmaceutical and lifestyle products to meet the needs of midlife women.

Mr. Sember served on the company's board of directors from July 2001 through September 2002. He has 30 years of experience in the pharmaceutical industry, most recently with Deltagen and Elan.

Mr. Sember has board experience at several public and private companies and is presently serving on the board of publicly traded Iomed. He has a MBA from Rockhurst College and a B.S. from the University of Pittsburgh.

Nelson M. **SIMS**

Novavax Appoints Former Lilly Executive as President and CEO

Novavax has named Nelson M. Sims president and CEO succeeding Mitchell J. Kelly, who has served as president and CEO since September 2002. Novavax, Columbia, Md., is a specialty pharmaceutical company engaged in the research, development, and commercialization of proprietary products focused on women's health and infectious diseases.

Mr. Sims also was elected to the company's board of directors. Mr. Kelly, who also is CEO of Anaconda Capital Management, continues to serve as a director.

Mr. Sims, 56, joins Novavax with more than 30 years of pharmaceutical industry experience. He retired from Lilly in 2001, following 28 years of service. During his tenure with Lilly, Mr. Sims held numerous executive management assignments, including president of Eli Lilly Canada.

While in Canada, Mr. Sims also served as chairman of the board of directors for the Pharmaceutical Manufacturers Association of Canada.

Mr. Sims has a bachelor of science in pharmacy from Southwestern Oklahoma State University. He also is active on several biopharmaceutical and life-sciences company boards, including chairman of the board of GlycoDesign and director of MDS and Hemosol.

Michael J. **VALENTINO**

Adams Laboratories Appoints President and CEO

Adams Laboratories, a provider of specialty pharmaceuticals for respiratory care, has named Michael J. Valentino as president, CEO, and director. Mr. Valentino, 49, succeeds Mark J. Gainor, a member of the board of directors who has served as interim CEO of Fort Worth, Texas-based Adams since May 1. Mr. Gainor remains with the company as a director.

Mr. Valentino has 25 years of industry experience and has held a broad range of critical leadership positions in domestic and global general management, operations, strategic management, and marketing and sales at major pharmaceutical companies. Mr. Valentino joins Adams Laboratories from Alpharma, a global generics and specialty pharmaceutical company, where he was president and chief operating officer of global human pharmaceuticals.

Drug Delivery POOL

Linda R. **ALTEMUS**

William J. **FEDERICI**

West Pharmaceutical Creates Compliance Office and Appoints Chief Financial Officer

West Pharmaceutical Services has appointed Linda R. Altemus to the newly created position of VP and chief compliance officer. West Pharmaceutical, Lionville, Pa., is a global drug-delivery technology company.

In her new position, Ms. Altemus oversees the company's corporate compliance program, reviewing and evaluating compliance issues/concerns within the organization. Mrs. Altemus directs corporate compliance activities, monitors compliance trends, measures the effectiveness of policies and training, shares best practices, and manages compliance-related communications.

The position ensures the board of directors,

management, and employees are in compliance with the rules and regulations of regulatory agencies, company policies, and the company's standards of conduct. Ms. Altemus also retains responsibility for internal audit, corporate information technology, and business process improvement.

Ms. Altemus joined West Pharmaceutical in 1997 as director of global business information management. In 2001, she was promoted to her most recent position of VP and chief financial officer, responsible for financial and accounting activities as well as information systems.

In addition, West Pharmaceutical has hired William J. Federici, 44, as the company's VP and chief financial officer.

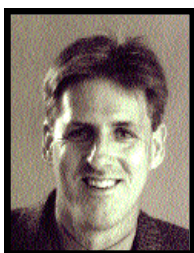
Mr. Federici has responsibility for the company's corporate finance and accounting functions. He joins West with more than 20 years of experience in public accounting for the pharmaceutical industry. Most recently, Mr. Federici served as practice leader for the pharmaceuticals industry in the Americas and engagement partner for several pharmaceutical companies at KPMG LLP.

Mr. Federici holds a B.A. in economics and a MBA in professional accounting from Rutgers University and is a certified public accountant.

Mr. Federici also is an advisory-board member of the Rutgers University School of Business and the president of the board of trustees at Cancer Care of New Jersey.

Thomas B. KING

Alexza Molecular Delivery
Appoints President and CEO



Thomas B. King has joined Alexza Molecular Delivery as president, CEO, and director. Alexza MDC, Palo Alto, Calif., is a drug-delivery specialty pharmaceutical company developing products with faster onset of therapeutic effect.

Mr. King, a 25-year industry veteran, previously was president, CEO, and a director of Cognetix and held similar positions with Anesta until 2001, when Anesta was acquired by Cephalon.

"We are very pleased that Tom King has joined the team," says Dr. Alejandro Zaffaroni, founder of Alexza MDC and a renowned biotechnology pioneer and investor. "Tom's experience in successfully leading both private and public companies through clinical trials and commercialization will be invaluable as Alexza MDC moves its products ahead."

Genomic POOL

Dr. Richard S. JUDSON

Genaissance Announces
Management Changes



Richard S. Judson, Ph.D., has been named chief scientific officer of Genaissance Pharmaceuticals, New Haven, Conn., a leader in the discovery and use of human gene variation for the development of per-

sonalized medicines and DNA-based diagnostics. He assumes the post after the resignation of Gualberto Ruano, M.D., Ph.D., as chief scientific officer and a director of the company.

Dr. Judson, 44, joined Genaissance in 1999. Since August 2000, he has served as senior VP of medical affairs and informatics, responsible for leading the development and application of the company's HAP Technology. Before joining Genaissance, Dr. Judson was affiliated with CuraGen where he managed the development of software for protein-protein interactions and DNA sequence analysis.

Dr. Judson received a B.A. in chemistry and physics from Rice University and a M.A. and Ph.D. in chemistry from Princeton University.

Emerging POOL

Robert TOWARNICKI

Nucleonics Names CEO

Nucleonics, a developer of novel therapies based on expressed, interfering RNA based in Malvern, Pa., has appointed Robert J. Towarnicki as president and CEO. Mr. Towarnicki was president and CEO of Cell Pathways before that company's merger in June 2003 with OSI Pharmaceuticals.

During Mr. Towarnicki's six-year tenure at Cell Pathways, he led the growth of the company from a virtual organization to a fully integrated, publicly traded, emerging pharmaceutical company with two products in advanced clinical development. Before joining Cell Pathways, he was president and chief operating officer of Integra LifeSciences, which he built from a 12-person R&D organization into a publicly traded, medical-device company.

Service POOL

Michael P. ANCHARSKI

Ad-Tech Adds Senior
Copywriter to Staff



Ad-Tech Communications has added Michael P. Ancharski to its staff as a senior copywriter. Ad-Tech Communications, Hollywood, Fla., is a full-service marketing, consulting and communications firm serving

national and international medical accounts.

Mr. Ancharski has worked in both the clinical and research laboratory areas and has experience in developing, writing, and integrating medical-educational programs and promotional materials. His clinical and writing experience spans the diagnostic, device, and pharmaceutical arenas, having been involved in projects and programs for traditional print and electronic media.

Mr. Ancharski is a magna cum laude graduate of Rowan University, holding a bachelor of biological science degree. In addition, he holds a degree in medical technology from Cooper Hospital University Medical Center and is certified by the American Society of Clinical Pathologists.

Samantha BRADLEY

Heather BRITT

Jennifer FANNING

Robert GALIMIDI

Susan KAVETT

Heather MAURIELLO

Mary MITROS

Tina RYMAN

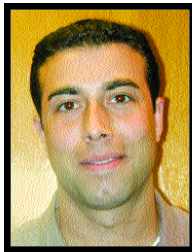
Hires and Promotions Announced
at Xchange Group

The Xchange Group, a relationship-marketing company in Parsippany, N.J., has announced seven additions to its staff and one promotion. The Xchange Group is a unit of CommonHealth, a healthcare-communications resource and a WPP Group company.

Susan Kavett has joined The Xchange Group's senior management team as a VP,



management supervisor. In this role, Ms. Kavett leads the company's relationship-marketing initiatives. Before working for Xchange, she was a senior VP, account director at DVC Worldwide.



Robert Galimidi has been hired as an account supervisor and oversees the development and implementation of integrated relationship-marketing materials. Mr. Galimidi previously worked for The Sawtooth Group as an account supervisor.



Heather Mauriello, a recently hired senior account executive, is responsible for the management and coordination of all relationship-marketing programs for her assigned accounts. Previously, Ms. Mauriello was

employed as an account executive, project manager for Minolta.



Samantha Bradley has been hired as a senior program manager and oversees databases, teleservices, and analytics for her brands. Before joining Xchange, Ms. Bradley was a strategic marketing manager at Cingular

Wireless.



Mary Mitros has joined The Xchange Group as a senior art director. In this capacity, Ms. Mitros supervises the conception and execution of creative marketing strategies for a number of the agency's clients. Previously she spent five years freelancing for a number of healthcare industry-focused agencies.

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Tina Ryman has joined the company as a senior copywriter, working closely with the account management group to create copy for the agency's relationship-marketing materials. Before joining Xchange, Ms. Ryman

was a creative group head and senior copywriter at DVC Worldwide.

Jennifer Fanning, The Xchange Group's newly hired traffic coordinator, is in charge of developing schedules for her team's jobs, as



well as helping to ensure that active projects are completed within the allotted time frames and budgets. Previously, Ms. Fanning worked as a marketing coordinator at the Manor/Highlawn Pavilion.



Heather Britt has been promoted to assistant account executive from traffic coordinator. In her new position, she works with the account team in the tactical implementation of strategies and is responsible for her team's

submissions to client legal and regulatory review.

Tom **BRYA**
Mark **HANKINS**
Mico **HOLGUIN**
Chuck **PROBY**

Cardinal Health Adds Executives to Lead Biotechnology and Sterile Life-Sciences Unit

Cardinal Health, a provider of products and services supporting the healthcare industry, has announced the addition of four senior-level executives. The new hires assume sales and marketing, business development, and management positions within Cardinal Health's recently aligned biotechnology and sterile life-sciences business unit, based in Woodstock, Ill.



Tom Brya serves as VP and general manager of the business unit. His experience includes a 15-year tenure with Pharmacia/Searle. He has extensive experience with mergers and acquisitions, a background in finance, and holds a MBA from the Kellogg School of Management at Northwestern University.



Mark Hankins has been hired as VP, business development. Before joining Cardinal Health, Mr. Hankins was VP of business development for

CIMA Labs and provided consulting services to several biotechnology and emerging pharmaceutical companies. He is a nonpracticing

patent attorney who holds a master of science degree from Johns Hopkins University and has experience in oncology, drug delivery, and infectious-disease technology.

Chuck Proby has joined the organization as VP of sales and marketing. Mr. Proby's previous experience includes serving as VP of sales and marketing for Chesapeake Biological Laboratories. He earned a master's degree in microbiology from the University of Dayton and a bachelor's in biology from St. Norbert College.



Mico Holguin, MBA, has been named associate director, sales and marketing. Previously, he was manager, commercial development, and senior contract analyst at Abbott Laboratories.

Jim **FOLLETT**
NOP World Appoints
Chief Operating Officer

NOP World, the market research division of United Business Media, has appointed Jim Follett as chief operating officer. Mr. Follett joins the New York-based group from Information Resources where he most recently served as president of U.S. client services and consulting.

Mr. Follett started his career at Procter & Gamble, subsequently serving in key senior marketing positions at General Foods, Mott's USA, and Perrier North America before joining Information Resources in 1988. While at Information Resources, he held a number of senior-executive positions, culminating in his post as president of U.S. client services and consulting.

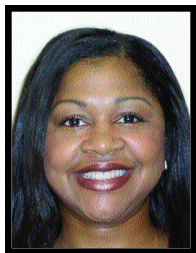
He holds a B.A. in history from Williams College and a MBA in marketing from Columbia University Graduate School of Business.

Medical Education **POOL**

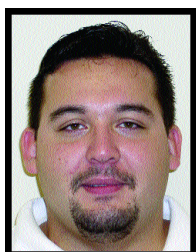
Neftali **BOSQUE**
Shirley **JONES**
Health Learning Systems Adds
New Staff Members

Health Learning Systems (HLS), Common-Health's founding medical-education unit in Wayne, Pa., has added two employees to its

staff. CommonHealth a healthcare-communications resource and a WPP Group company.



Shirley Jones has been hired as a director, program planning and development, with responsibility for the development of all educational and promotional content for her assigned accounts. Previously, Ms. Jones was a program manager at the Center for BioMedical Communication.



Neftali Bosque has accepted the position of audiovisual coordinator for HLS. He works with the director of multimedia services to negotiate, coordinate, and prepare audiovisual vendors for upcoming events, as well as operate the unit's new Audience Response System. Before joining HLS, Mr. Bosque was a system-support engineer for RadVision.

Courtney **FORD**

Anne **JACOBSON**

Lynn **ZIMMERMAN**

Columbia MedCom Group
Hires Three People

Columbia MedCom Group has hired Lynn Zimmerman as business development specialist. She will work with new and prospective clients to identify medical communications needs. The Columbia MedCom Group, Columbia, Md., comprises two wholly owned subsidiaries: Innovia Education Institute and Medicalliance.



Before joining CMG, Ms. Zimmerman served as senior hepatitis sales representative with the oncology/biotech division of Schering-Plough. Her professional background includes more than 14 years of progressively responsible experience in primary care and specialty sales with two of the nation's top pharmaceutical companies. She is also experienced in business development, field sales training, and team leadership.



In addition, CMG has hired Anne Jacobson as a medical writer. Ms. Jacobson is responsible for researching, writing, and editing a variety of medi-

cal-education materials, serving as liaison with authors and speakers, assisting speakers with preparation for events, and assuring scientific integrity in writing projects.

Previously, Ms. Jacobson was a freelancer who wrote, edited, and coordinated the production of continuing medical-education materials and promotional publications with faculty members and guest authors.

A Duke University graduate, Ms. Jacobson also earned her masters of public health at Emory University School of Public Health.



Also joining CMG is Courtney Ford, as account coordinator for the AstraZeneca team. Ms. Ford supports the AstraZeneca team by tracking project logistics, drafting status reports to ensure timely project completions, and coordinating various aspects of financial reporting. She also provides onsite logistical support as needed.

Previously, Ms. Ford was the manager of the Constituent Service Center for the Association of American Medical Colleges.

Piero **MELCHIORRI**

The Curry Rockefeller Group
Names VP, Program Operations



The Curry Rockefeller Group has appointed Piero Melchiorri as VP of program operations. The Curry Rockefeller Group of Companies, Tarrytown, N.Y., is dedicated to thought-leader focused medical education.

Previously, Mr. Melchiorri was CME director of AAF-MED, an ACCME-accredited subsidiary. Before his affiliation with the Curry Rockefeller Group, he was president and owner of Logical Communications. Before that he was VP and general manager of Health Education Technologies, a division of BBDO.

Technology/Web **POOL**

Dr. Farkad **EZZET**

Pharsight Names Senior Scientist

Pharsight, a provider of science and information technology-based software and consulting services to optimize clinical drug



development, has named Farkad Ezzet, Ph.D., senior scientist for the company's Strategic Consulting Group.

Dr. Ezzet works with the company's clients to apply Pharsight's modeling and simulation methodology within its organizations to help optimize decision-making in the drug-development process.

Before joining Pharsight, Mountain View, Calif., Dr. Ezzet spent four years at Schering-Plough Research Institute, where he was head of the pharmacometric group in the department of pharmacokinetics.

Dr. Ezzet holds a Ph.D. in statistics from the University of Nottingham's department of mathematics in the United Kingdom and a master of science in statistics from Brunel University's department of statistics in the United Kingdom. He held postdoctoral research fellowships at the University of Reading and the University of Lancaster, both in the United Kingdom.

Media **POOL**

Dr. Edward **FOTSCH**

Dr. Ira **KATZ**

Intellisphere Selects
Two Physician Editors

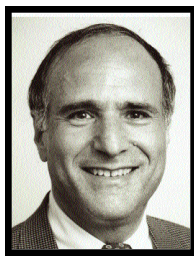
Intellisphere, Plainsboro, N.J., publisher of the *MD Net Guide* journal series, has added two new physician editors to its staff. *MD Net Guide* is a peer-reviewed, controlled-circulation print journal series reaching 250,000 physicians across nine specialties.



Edward Fotsch, M.D., has joined the *MD Net Guide* editorial board with professional experience spanning healthcare, information technology, and business start-up and executive management.

Dr. Fotsch has more than 10 years of experience in the clinical practice of medicine, and is CEO of Medem, which was founded in 1999 by the American Medical Association to deliver a secure, online physician-communications network.

Ira Katz, M.D., Ph.D., comes to *MD Net Guide* as an adjunct professor in the Department of Psychiatry at the Medical College of Pennsylvania and a Professor of Psychiatry at



the University of Pennsylvania. Dr. Katz is the director of the section of geriatric psychiatry at the University of Pennsylvania and director of geriatric psychiatry at the Philadelphia VA Medical Center.

Agency POOL

Kristal **BABBS**

1Health Communications Employs Account Group Supervisor



Kristal Babbs has been named account group supervisor at 1Health communications, a full-service medical/healthcare marketing communications agency based in Irvine, Calif., and a part of Omnicom Group.

Ms. Babbs works with the company's medical device, diagnostics, and pharmaceutical accounts. With more than 12 years of experience in advertising agencies working with medical, healthcare, business-to-business, and consumer accounts, she previously was account supervisor at Pacific Communications. Ms. Babbs holds a B.A. in journalism from San Diego State University, San Diego.

Jackie **BUDD**

Ann **CUNNINGHAM**

Annie **ELEOSIDA**

Seth **FRIEDMAN**

Pam

KOMAN-PODOLAK

Jennifer **SANTORSOLA**

Stacey **STEARN**

Valerie **WERNICK**

Advancements, New Hires within Quantum

The Quantum Group, Parsippany, N.J., CommonHealth's agency dedicated to build-

ing consumer healthcare brands, has announced five promotions among its management staff and three new hires. CommonHealth is a healthcare-communications agency and a WPP Group company.



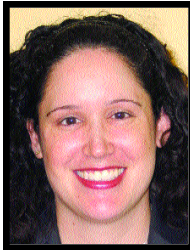
Jackie Budd has been promoted to senior VP, management supervisor, from VP, management supervisor.

Ms. Budd is a Quantum veteran of five years and is responsible for overseeing the management of all direct-to-consumer marketing strategies for her assigned accounts.



Annie Eleosida has been promoted to VP, associate creative director, from VP, group copy supervisor.

Ms. Eleosida oversees creative campaign development on a number of the advertising agency's key accounts.

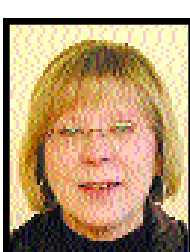


Pam Koman-Podolak has been promoted to VP, account supervisor. She previously held the title of account supervisor.

Ms. Koman-Podolak is responsible for supervising her team's marketing initiatives.



Stacey Stearn has been promoted to senior account executive from account executive.



Ms. Stearn is responsible for managing her account's daily activities and overseeing the successful implementation of the brand's marketing initiatives.



Ann Cunningham has been promoted to manager of print and production, from senior business manager.



In her new role, Ms. Cunningham oversees the production of print materials for the agency.

Valerie Wernick has been hired as VP, account group supervisor. In this role, she manages marketing activities and client relationships for a number of agency brand accounts. Previously, Ms. Wernick was an account director at Impossible.



Seth Friedman has been named strategic planner for Quantum. Mr. Friedman uses key consumer insights to develop brand communication strategies. Before joining Quantum, Mr. Friedman was employed at Modem Media.



Jennifer Santorsola, a newly hired traffic coordinator at The Quantum Group, is responsible for planning meetings and ensuring that all of her team's projects are executed on time and within budget.

Ms. Santorsola graduated from Marist College in May 2002 with a degree in communication and business with an emphasis in advertising and human relations.

Ed **CAPPARUCCI**

Adair-Greene Names VP, Management Supervisor



Adair-Greene Healthcare Communications has appointed Ed Capparucci as VP, management supervisor. Based in Atlanta, Adair-Greene is a healthcare agency and a division of McCann Erickson WorldGroup.

In the newly created position, Mr. Capparucci, who is a 15-year agency veteran, reports to Mark Perlotto, executive VP and general manager of the agency.

Mr. Capparucci is charged with overseeing the Natrecor account for Scios, a biopharmaceutical company that was recently acquired by Johnson & Johnson. Natrecor is a recombinant form of hBNP, a natural protein found in the body. Launched in 2001, it was the first new treatment for acute congestive heart failure in more than a decade.

Before joining Adair-Greene, Mr. Capparucci was VP, account supervisor at Integrated Communications, where he handled promotion and medical education for drugs in the central nervous system categories, including Alzheimer's disease and epilepsy.

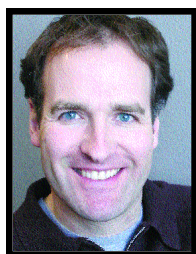
Previous to his Integrated tenure, he was an account supervisor for Adient, a CommonHealth agency, where he worked on cholesterol-lowering and ulcers drugs for the professional and OTC markets.

Mr. Capparucci is a Gold Effie Award winner. A graduate of Rutgers University, Mr. Capparucci received a M.S. in healthcare administration from Kean College.

Martha **COWLEY**
 Melissa **DOLFAY**
 Michael **EICKER**
 Ryan **FRONEYBERGER**
 Usha **MEHTA**
 Tuisha **MUKHERJI**
 Tara **PACELLA**
 Dr. Steven **SINGER**
 Theresa **VERA**
 Alicia **VIGLIONE**

Hires and Promotions Announced at Donahoe Purohit Miller

Donahoe Purohit Miller, a Chicago-based full-service healthcare marketing and communications company, has announced a round of new hires and promotions.



Michael Eicker has joined the agency as project manager, interactive. He has spent the past five years building the interactive departments of mid-size business-to-business advertising agencies.

Tara Pacella has joined DPM as a senior traffic manager, bringing to the agency eight years of traffic-management experience.

Ryan Froneberger has joined the company as facilities manager, responsible for the daily functions within the office-services department.

Theresa Vera, previously senior medical writer, has been promoted to manager of clinical communications. In this role, she focuses on ensuring scientific accuracy of materials, in addition to developing scientific resources, unified reference resources, and internal education programs for clients.

Usha Mehta has been promoted to senior accounting coordinator.

Tuisha Mukherji has been promoted from assistant graphic designer to associate art director.

Melissa Dolfay has been promoted from creative coordinator to assistant account executive, advertising. Her new responsibilities include keeping the creative team within budget and on strategy, meeting client needs, and keeping on top of trends in the pharmaceutical industry.

At CPE Communications (CPE), the medical-education division of DPM, Alicia

Viglione has been added as associate project manager. She previously was at Thomson Physicians World.



Steven Singer, Ph.D., has joined CPE as senior medical writer. He has a Ph.D. in molecular neuropharmacology and previously was the life-sciences strategist at Thinktank.

At Fact Flow Research (FFR), the market-research division of DPM specializing in quantitative and qualitative analysis, Martha Cowley has been hired as a project coordinator. She recently was at BioSonics, where she provided support to the biotech firm's marketing, sales, management, and scientific/R&D departments.

Michele **BOXLEY**
 Heather **DERENTHAL**
 Michelle **FELLOWS**
 David **GOTTLIEB**
 Marianne **KING**
 Ryan **LASHWAY**
 Erica **LATTE**
 William **LUCAS**
 Jill **LYONS**
 Christy **PLOSS**
 Michele **STAATS**
 Palio Communications
 Announces Staff Appointments



Palio Communications, a full-spectrum advertising and communications agency located in Saratoga Springs, N.Y., has announced staff appointments. Palio is a subsidiary of inChord Communications.

Michele Boxley has joined Palio as an assistant account executive. She previously was a customer-service specialist at General Electric Silicones. Ms. Boxley holds a bachelor's degree from Marymount College.

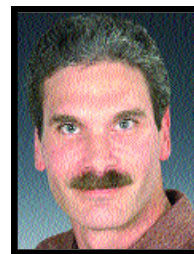
Heather Derenthal has been named assistant

account executive. Ms. Derenthal has joined Palio with six years of marketing experience, most recently serving as marketing and technology consultant for Mazzone Management, where she designed and implemented a database-driven sales and marketing tool and conducted a direct-mail program.

She received her master's degree in business administration from the State University of New York at Albany and a bachelor's degree from the State University of New York at Binghamton.



Michelle Fellows has been named human-resources coordinator. Ms. Fellows has joined Palio with more than 10 years of human resources experience. As senior recruiter/assistant VP at KeyCorp, she managed recruiting for the eastern region of KeyBank. Ms. Fellows received her bachelor's degree from the University of Rochester and is a graduate of the Albany-Colonie Regional Chamber of Commerce Capital Leadership program.



David Gottlieb has been hired as VP, educational services. He has more than 15 years of management and education experience within the healthcare marketing industry, most recently serving as VP of program planning at ACCESS Medical Group. He holds a bachelor's degree from Western Illinois University.



Marianne King has joined the agency as account coordinator. She is a recent graduate of Syracuse University's S.I. Newhouse School of Public Communications. She has held a number of agency internships, including a public-relations position at IPR.



Ryan Lashway has been hired as a technology coordinator. Previously he was a computer technology assistant for the Town of Queensbury. Mr. Lashway received his associate's degree from the State University of New York at Cobleskill.



Erica Latte, who has been named as account coordinator, is a recent graduate of Hobart and William Smith Colleges,

where she received her bachelor's degree in psychology. Before joining Palio she was a tutor for America Reads, a national literacy campaign.



William Lucas has joined the agency as VP, account director. Mr. Lucas has more than 12 years of pharmaceutical sales and marketing experience. Previously, he held several positions at Pharmacia, most recently as product manager for the critical-care division in North America. He holds a bachelor's degree from Adrian College.



Jill Lyons has been hired as an assistant account executive. Before joining Palio, she was a human-resources assistant at Dormitory Authority of the State of New York. She holds a bachelor's degree from Ithaca College.



Christy Ploss has joined the company as administrative assistant from Alfred University, where she served as assistant to the director of alumni relations. Ms. Ploss is a graduate of Adirondack Community College.



Michele Staats has been hired as VP, events services. Ms. Staats has more than 10 years of special events and marketing experience. As manager of event marketing at Fidelity Investments' corporate affairs division, she developed and coordinated programs for direct-to-consumer products and services, including tradeshows and prospect-acquisition programs. Ms. Staats holds a bachelor's degree from Indiana University.

Eileen **HALAS**

Alyssa **ROST**

inChord Announces Two New Hires

inChord Communications, an independent marketing-communications organization, has announced two additions to its staff.

Eileen Halas has been named research manager. In this role, she manages research projects and assists in day-to-day primary and secondary

research for teams and companies throughout inChord, Columbus, Ohio. Ms. Halas most recently served as senior project director at Harris Interactive, where she was responsible for marketing and managing traditional and online market-research programs to financial services clients across the United States.

She holds a master's degree in marketing and statistics from The University of Texas and a bachelor's degree in management and administration from Louisiana State University.

Alyssa Rost has been named business-development coordinator. She is responsible for assembling pitch teams and facilitating research. Before joining inChord, Ms. Rost served as an event-planning intern at the American Cancer Society. She holds a bachelor's degree in organizational communications from Cedarville University.

Jennifer **HARTNEY**

Veronica **KARINGADA**

Adam **REINSTEIN**

Michele

SPRING-MOORE

Amanda **VOGT**

Ryan **WOLFERT**

GSW Announces New Hires

Gerbig, Snell/Weisheimer (GSW), an independent healthcare advertising agency and subsidiary of inChord Communications, has announced additions to its staff.

Adam Reinstein has been named associate creative director. In this role, he manages the overall day-to-day creative work for several pharmaceutical accounts. Mr. Reinstein joins GSW, Columbus, Ohio, from Synergy, where he served as principal/executive creative director. He holds a bachelor's degree in advertising communications from New York University's School of Visual Arts and a bachelor's degree in psychology from Washington and Lee University.

Veronica Karingada has been named editor. She reviews materials to help ensure accuracy, completeness, and compliance with editorial standards for two pharmaceutical accounts. Before GSW, Ms. Karingada served as administrative assistant at Sequent. She holds a bachelor's degree in English from Otterbein College.

Jennifer Hartney has been named account director. She oversees all aspects of one of GSW's accounts, from managing the client-agency relationship to the development of the client's tactical plan. Ms. Hartney comes to GSW from Wunderman, where she most recently served as account supervisor. She

holds a bachelor's degree in advertising from Kent State University.

Ryan Wolfert has been named multimedia designer. He acts as a creative brand keeper and is responsible for details from concept to execution for all assigned projects. Before GSW, Mr. Wolfert was owner/operator of Kokyu. He holds a bachelor's degree in visual communication design from The Ohio State University.

Michele Spring-Moore has been named editor. She reviews materials to help ensure accuracy, completeness, and compliance with editorial standards for one of GSW's pharmaceutical accounts. She joins GSW from Ohio Dominican University. She holds a master's degree in creative writing from the University of Colorado and a bachelor's degree in communication/journalism from St. John Fisher College.

Amanda Vogt has been named account executive. She is responsible for managing the day-to-day tasks for one of GSW's accounts. Before GSW, Ms. Vogt served as account executive at a Columbus-based communications firm. She holds a bachelor's degree in journalism with a public-relations concentration from Ohio University.

Dr. Russell J. **RICCI**

HealthSTAR Appoints

Chief Medical and Strategy Officer

HealthSTAR Communications has added Russell J. Ricci, M.D., to its executive management team as chief medical and strategy officer. HealthSTAR Communications, Woodbridge, N.J., is a healthcare marketing services network.

Dr. Ricci most recently was the general manager of IBM's Healthcare Industry, where he provided leadership to a diverse team that offers information-technology solutions to payers, providers, and pharmaceutical companies.

Dr. Ricci also is the chair of the eHealth Initiative, a membership organization, comprised of more than 100 leading healthcare organizations that was created to provide a unified voice for the healthcare industry on technology-related issues.

Dr. Ricci also has extensive experience in working with emerging technology companies and with Voluntary Hospitals of America (VHA), where he provided leadership to several of the VHA's ambulatory services companies in psychiatry, home healthcare, mobile diagnostics, and physician services.

Dr. Ricci received his medical training in child psychiatry at Harvard University and is a former associate chairman and assistant clinical professor at Boston University School of Medicine.

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