



Pharma POOL

Joy A. **AMUNDSON**
 Bruce **MCGILLIVRAY**
 Jim **UTTS**

Baxter Appoints and Promotes Executives



Baxter International has named Joy A. Amundson corporate VP and president of its bio-science business. Baxter, Deerfield, Ill., is a global healthcare company, which through its subsidiaries assists healthcare professionals and their patients with the treatment of complex medical conditions.

Ms. Amundson, 49, previously an executive with Abbott Laboratories for more than 20 years, most recently served as president of its Ross Products business. She received her master's in management degree from Northwestern University's Kellogg Graduate School of Management and her B.A. degree in journalism/advertising from the University of Wisconsin.



Bruce McGillivray, who previously served as president of Baxter's renal business in Europe, has been promoted to president of Baxter's global renal business. Mr. McGillivray, 49, received his MBA from the University of Toronto and B.A. in economics from York University.

Jim Utts, who previously served as general manager of global oncology within the company's medication delivery business, has been promoted to president of Baxter Europe.



Mr. Utts, 51, received his MBA from Pepperdine University and his B.A. in economics from the University of Maryland.

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Brian **CROMBIE**
 David **KEEFER**
 Charles **ROWLAND**
 Biovail Announces Changes to Executive Management Team

Biovail, an international full-service pharmaceutical company based in Mississauga, Ontario, has made changes to its executive management group that emphasize the company's commitment to penetrating the U.S. market and further strengthening its operational expertise.

Brian Crombie has been promoted to senior VP of strategic development. Mr. Crombie, Biovail's chief financial officer since joining the company in May 2000, now manages the numerous investments Biovail has made in several development companies as well as identifying opportunities to maximize the value of current and future investments.

Mr. Crombie has a MBA from The Harvard School of Business.

David (Rick) Keefer has been promoted to senior VP of commercial operations.

Mr. Keefer, who is based at Biovail's U.S. headquarters in Bridgewater, N.J., has been group VP of U.S. sales operations since joining the company in May 2003 from Pharmacia.

He holds a bachelor of science degree in marketing/accounting from West Virginia State College.

Charles Rowland has been hired as senior VP and chief financial officer of Biovail.

Mr. Rowland, who is located at the compa-

ny's U.S. headquarters, previously spent four years with Pharmacia as VP of finance and global supply.

Mr. Rowland holds a MBA from Rutgers University. He received his bachelor of science degree in accounting from Saint Joseph's University.

Paul **DUFFY**
 Alamo Pharmaceuticals Names Marketing Executive to Lead Launch of New Psychiatric Product



Alamo Pharmaceuticals has appointed Paul Duffy to the position of executive VP. Alamo, Beverly Hills, Calif., acquires, markets, and develops pharmaceutical products.

The veteran CNS product marketer formerly managed Novartis Pharmaceuticals' Clozaril (clozapine) marketing and sales.

He will launch Alamo's first new product FazaClo (clozapine, USP) Orally Disintegrating Tablets to psychiatrists.

Paul M. **GRAVES**
 Richard R. **NABB**
 Lennart **OLVING**
 Schering-Plough Names VPs

Schering-Plough, Kenilworth, N.J., a global science-based healthcare company with leading prescription, consumer, and animal health products, has announced VP appointments.



Paul M. Graves has been appointed VP of global staffing and workforce diversity, global human resources.

Mr. Graves is responsible for creating a best-in-class global talent acquisition function and for leading the company's efforts to develop and implement diversity strategies and plans.

Mr. Graves graduated with a B.S. degree in business administration from Alabama A&M University.

Richard R. Nabb has been appointed VP, global strategic sourcing, global supply chain. Mr.



Nabb is responsible for leading all aspects of sourcing strategy for Schering-Plough's global business and provides strategic operational direction to all procurement organizations through the development and implementation of global procurement practices to drive compliance as well as cost savings in conjunction with the Value Enhancement Initiative.

Mr. Nabb previously was with Bristol-Myers Squibb, where he was VP of Americas and strategic planning for technical operations.

He holds a bachelor of science degree in mechanical engineering from Worcester Polytechnic Institute and is a certified purchasing manager.

Lennart Olving has been appointed VP of strategy development and operational excellence, global supply chain.

Mr. Olving is responsible for the development, implementation, and execution of the global supply chain's strategic and manufacturing network plans. He also oversees implementation of a "Right First Time" culture across the organization to improve performance and efficiencies. This position operates in a key advisory role within the global supply chain and works closely with the global pharmaceutical business, global specialty operations, and Schering-Plough Research Institute.

Mr. Olving most recently was with Watson Pharmaceuticals, where he consulted as an operational excellence project leader.

He graduated with a M.Sc. in mechanical engineering from Royal Technical University in Stockholm, Sweden.

Dr. Scott **WHITCUP**

Allergan Appoints Leader for Worldwide R&D Efforts



Scott Whitcup, M.D., has been named executive VP of research and development, at Allergan, Irvine, Calif. Allergan is a global pharmaceutical company that develops and commercializes innovative products for the eye care, neuromodulator, skin care, and other specialty markets.

Dr. Whitcup joined Allergan in 2000 and has been instrumental in the approval of both Lumigan and Restasis, two of Allergan's leading ophthalmology products.

Before joining Allergan, Dr. Whitcup served as the clinical director of the National Eye Institute (NEI).

He graduated from Cornell University and Cornell University Medical College. He completed his residency in internal medicine at UCLA and his residency in ophthalmology at Harvard University.

Biotech **POOL**

Dr. Brad **MARONI**

Former Amgen Development VP Joins NeoStem

NeoStem, an Agoura Hills, Calif.-based company committed to pioneering adult stem cell therapeutics, has named Brad Maroni, M.D., VP of clinical development.

Dr. Maroni previously was VP of clinical research at Amgen.

He received his M.D. from the University of Washington School of Medicine. Dr. Maroni completed his internal medicine residency at the Mayo Graduate School of Medicine in Rochester, Minn., and nephrology fellowship at Harvard Medical School/Brigham and Women's Hospital in Boston.

Mark R. **STRALEY**

Former Bayer General Manager Joins AusAm



Mark R. Straley has joined AusAm Biotechnologies as chief operating officer. AusAm, New York, is a biotechnology research and development company commercializing both diagnostic and therapeutic products to

identify and treat major diseases.

Mr. Straley is responsible for implementing the global strategic expansion plan for the Accumin product line.

Before joining AusAm, Mr. Straley was VP and general manager of diagnostics at Bayer's Healthcare Division.

He received a B.S. in marketing from the University of Miami.

Biopharmaceutical **POOL**

Dr. Jack R. **BARBER**

Senior VP of Drug Development Appointed at CytRx

Jack R. Barber, Ph.D., brings 25 years of biomedical industry experience to the role of senior VP of drug development at CytRx, a biopharmaceutical research and development company based in Los Angeles.

Dr. Barber previously spent nine years at Immusol as the company's chief technical officer and VP of research and development.

Dr. Barber received both his B.S. and Ph.D. in biochemistry from the University of California, Los Angeles. He also carried out his postdoctoral fellowship at the Salk Institute for Biological Studies.

To date, Dr. Barber has coauthored more than 40 peer-reviewed scientific publications and also is the inventor of 18 issued patents, with numerous additional applications pending, relating to genomics, oncology, and immunotherapy.

Jeffrey **COOPER**

Louis **DRAPEAU**

Pierre **LAPALME**

BioMarin Announces Resignation of Chairman and CEO and Plans for Succession

BioMarin Pharmaceutical Chairman and CEO Fredric D. Price has resigned. Pierre Lapalme, a member of the company's board of directors, has assumed the position of chairman. Louis Drapeau, BioMarin's chief financial officer since August 2002, has been appointed acting CEO until the position is filled. Jeffrey Cooper, VP and controller, has been appointed acting chief financial officer. The board of directors has commenced the search for a new CEO.

BioMarin, Novato, Calif., develops innovative biopharmaceuticals and commercializes therapeutics for serious pediatric diseases.

Dr. Robert G.

JOHNSON JR.

Dr. Gary **PALMER**

Kosan Announces Senior Management Changes

Robert G. Johnson Jr., M.D., Ph.D., has been promoted to executive VP of development and chief medical officer of Kosan Biosciences, Hayward, Calif. Gary Palmer, M.D., has joined the company as executive director of medical affairs.

Dr. Johnson, formerly senior VP of medical affairs and chief medical officer, is responsible for Kosan's preclinical, clinical, and pharmacology groups.

Dr. Johnson received his B.A. and Ph.D. in biophysics and his M.D. from the University of Pennsylvania.

Dr. Palmer has joined Kosan from Salmedix, where he was medical director for clinical development.

In other company news, Michael S. Ostrach has resigned as president and chief operating officer and has become a consultant to the company.

Richard A. **MAFRICA** Maxim Creates VP of Commercialization Position

Maxim Pharmaceuticals has appointed Richard A. Mafrika to the newly created position of VP of commercialization. San Diego-based Maxim is a global biopharmaceutical company with a diverse pipeline of therapeutic candidates for life-threatening cancers and liver diseases.

Mr. Mafrika, 47, most recently served as the senior director of oncology sales and marketing at Amgen.

Mr. Mafrika is responsible for Maxim's planned transition of its lead pharmaceutical drug candidate, Ceplene, from late-stage clinical trials into commercialization.

Thomas **QUINN** Swiss Medica Names VP, U.S. Operations

Thomas Quinn has been hired as the VP of U.S. operations at Swiss Medica, a Toronto-based company that commercializes proprietary bioscience products that relieve chronic ailments. Previously, Mr. Quinn held executive management roles with Warner-Lambert Consumer Healthcare, Cigna Health Care, and TravelCLICK.

Among Mr. Quinn's achievements was leading the Warner-Lambert/Glaxo joint venture Zantac 75 OTC switch.

William R. **RINGO** Abgenix Appoints CEO and President

Abgenix has appointed William R. Ringo as CEO and president, following Ray Withy's decision to step down. Mr. Ringo also serves on the company's board of directors. Abgenix, Fremont, Calif., is a biopharmaceutical company focused on the discovery, development, and manufacturing of human therapeutic antibodies.

Most recently, Mr. Ringo has served as a director on a number of biotechnology company boards, and he is currently the nonexecutive chairman of the board at InterMune.

Mr. Ringo earned a bachelor of science degree in management and a MBA from the University of Dayton.

Dr. Withy, who has been with Abgenix since its founding and has played a key role in establishing Abgenix's network of business

collaborations, continues as a member of Abgenix's board.

Augustine **YEE** Archemix Hires Business Development Leader

Archemix, a biopharmaceutical company that discovers and develops aptamer therapeutics, has appointed Augustine Yee as VP of business development.

Before joining Archemix, Cambridge, Mass., Mr. Yee was VP, head of business and corporate development, at Prometheus Laboratories.

Mr. Yee received a bachelor's degree in molecular biology from the University of California at San Diego and a J.D., magna cum laude, from Pepperdine University School of Law.

Gregory P. **YOUNG** President and CEO Role Filled at NeoPharm

NeoPharm has appointed Gregory P. Young as president and CEO. Mr. Young succeeds James M. Hussey, who resigned from NeoPharm to pursue other opportunities.

NeoPharm, Lake Forest Ill., is a biopharmaceutical company dedicated to the research, development, and commercialization of new and innovative cancer drugs for therapeutic applications.

Mr. Young most recently was a corporate VP at Baxter Healthcare and president of Baxter's transfusion therapies division.

Mr. Young holds a B.S. degree in biology from Northern Illinois University, a B.S. degree in pharmacy from the University of Illinois, and a MBA from York College.

He is licensed by the State of Illinois as a registered pharmacist; a board member of the St. Louis College of Pharmacy, Lake Forest Graduate School of Management; and a member of the American Pharmaceutical Association.

Specialty **POOL**

Robert J. **BROWN** Serologicals Names VP, Corporate Development

Serologicals has expanded its senior-management team, naming Robert J. Brown as VP of corporate development.



Atlanta-based Serologicals is a global provider of biological products and enabling technologies.

Mr. Brown, who also serves as a member of the executive operating committee and as a corporate officer, is responsible for leading the corporate development activities in identifying, evaluating, and aggressively pursuing opportunities to expand the company's competitive position and growth through acquisitions.

Most recently, Mr. Brown was with Andrx as senior VP of corporate development. He has a B.S. in chemistry from Neumann College.

Dr. Don G. **BURSTYN** Dr. Alexey L. **MARGOLIN** Altus Names VP, Regulatory Affairs, and Fills Chief Scientific Officer Position

Altus Pharmaceuticals, Cambridge, Mass., has named Don G. Burstyn, Ph.D., VP of regulatory affairs. Altus develops novel protein therapies to treat chronic gastrointestinal and metabolic diseases.

Dr. Burstyn oversees global regulatory affairs activities for the company's portfolio of products and is responsible for managing discussions with the FDA and the European Medicines Agency.

Previously, Dr. Burstyn served as VP of regulatory affairs for Alkermes.

Dr. Burstyn received both his undergraduate and graduate degrees from the University of Maryland.

Alexey L. Margolin, Ph.D., has been promoted to the newly created position of chief scientific officer. He joined the company in 1993 and previously held the position of VP of science.

In this new position, Dr. Margolin has primary responsibility for overseeing the creation, design, and early development of all Altus product candidates.

Dr. Margolin received both his M.S. in chemistry and Ph.D. in bio-organic chemistry from Moscow University.

J. Gregory **FORD** Dr. Bradley **ZERLER** CollaGenex Appoints VP, Business Development, and VP, Research

CollaGenex Pharmaceuticals has appointed J. Gregory Ford as VP of business development and strategic planning, and Bradley Zer-

ler, Ph.D., has rejoined the company as VP of research. CollaGenex, Newtown, Pa., is a specialty pharmaceutical company focused on providing innovative medical therapies to the dental and dermatology markets.

Mr. Ford is responsible for generating licensing, partnership, and other business development strategies for the company's patented technology platforms and for seeking opportunities to leverage the company's dedicated dental and dermatology salesforces by in-licensing prescription pharmaceutical products.

He joins CollaGenex from SkyePharma U.S., where he was VP of global business development.

As VP of research, Dr. Zerler is working to develop future products emerging from CollaGenex's proprietary drug-development efforts. Dr. Zerler worked for CollaGenex from 1997 through 2001 as director of research.

John R. LEONE

Gary L. MOSSMAN

Cambrex Appoints President, CEO and Executive VP, COO

Cambrex, a life-sciences company that provides products and services to accelerate discovery, development, and manufacturing of human therapeutics, has appointed John R. Leone president and CEO and a member of the board of directors.

Mr. Leone joins the East Rutherford, N.J.-based company from Aventis, where he most recently served as president of Aventis dermatology.

He has a B.S. degree in engineering from the U.S. Military Academy at West Point and a MBA from the University of Colorado.

James A. Mack, president and CEO since 1995 and chairman since 1999, remains chairman until April 2005.

In addition, Gary L. Mossman has been named to the position of executive VP and chief operating officer.

Mr. Mossman joined Cambrex in 2003 and served as president and CEO of the pharma and biopharmaceuticals businesses.

In this new position, he is responsible for operations of all of the company's business units.

Michael NARACHI

SinusPharma Elects Chairman

SinusPharma, Carpinteria, Calif., which develops new therapies for patients with chronic sinusitis, has elected Michael Narachi chairman of SinusPharma's board of directors and chairman of its newly formed strategy committee.

Mr. Narachi works to formulate strategies to finance and develop SinusPharma's products for FDA approval.

He previously served at Amgen and recently retired to pursue other personal and professional opportunities.

Mr. Narachi received a B.S. and a M.A. degree in molecular genetics from the University of California at Davis and a MBA from the Anderson Graduate School of Management.

Drug-Delivery POOL

Dr. Tushar MISRA

MonoSol Hires Pharmaceutical Operations VP



MonoSol Rx has named Tushar Misra, Ph.D., VP of pharmaceutical operations. MonoSol Rx, Portage, Ind., is a drug-delivery company that uses film as a fast-dissolve oral drug-delivery platform.

Dr. Misra joins MonoSol Rx from Biovail, where he served as senior director for process development.

He has a Ph.D. in chemical engineering from the University of Rhode Island and is a named inventor on 11 drug-delivery patents.

Device/Diagnostic POOL

Frank M. CLARK

Jonathan W. REEVES

Lifeline Biotech Names CEO

Frank M. Clark has been named CEO of Lifeline Biotechnologies and has joined the board of directors. Lifeline Biotechnologies, Pompano Beach, Fla., is a diagnostic medical technology company focused on prevention, early detection, diagnosis, and quick recovery of a number of disease conditions.

Mr. Clark's previous roles include executive VP and director of Johnson & Johnson's medical electronics ventures.

He replaces Jim Holmes, who now concentrates his efforts primarily on his role as chairman and chief financial officer.

In a realignment of the company's senior management, Jonathan W. Reeves has been promoted to president and handles the company's day-to-day operations.

Mr. Reeves graduated from Miami University with a B.Sc. in zoology and microbiology and received a MBA from the McGregor School, Antioch University.

William H. Reeves, Ph.D., founder, senior VP of research and development, chief operating officer, and director, now concentrates primarily on continuing the development of the company's flagship product, the First Warning System, for assisting in the early detection of breast cancer.

Dr. David A. KING

Guava Technologies Appoints Product Development VP



Guava Technologies, Hayward, Calif., has named David A. King, Ph.D., VP of product development. Guava Technologies develops, manufactures, and markets unique, high-impact cellular analysis systems

for the life-sciences research marketplace.

He previously was head of new product development and product integration of iolon.

Dr. King received his M.S. and Ph.D. in applied physics from Stanford University, where he was a Fulbright Scholar. He has authored 20 patents and published 15 papers in physics, physical chemistry, and life science.

Timothy I. STILL

HemoSense Names Executive VP, Sales and Marketing

HemoSense has appointed Timothy I. Still to the position of executive VP of sales and marketing. HemoSense, Milpitas, Calif., a leader in point-of-care blood coagulation monitoring systems, is dedicated to creating next-generation technologies that assist healthcare professionals and patients in the management of anticoagulation therapy.

Mr. Still is responsible for overseeing the company's marketing initiatives and related sales programs in support of HemoSense's products.

He most recently served as VP of sales and marketing for Cholestech.

Mr. Still received a B.S. degree with honors in biological sciences from the University of California at Davis and a MBA as a Deans Scholar in marketing and entrepreneurship from the University of Southern California.

Discovery POOL

Simon ALLEN

Nuvelo Names VP, Corporate and Business Development



Nuvelo has appointed Simon Allen VP of business development. Nuvelo, Sunnyvale, Calif., is engaged in the discovery, development, and commercialization of life-improving therapeutics for the treatment of

human disease.

Mr. Allen is responsible for overseeing all licensing and corporate initiatives for the company.

Before joining Nuvelo, he served as VP of business development for SkyePharma.

Mr. Allen graduated from the University of Sydney with a B.S. in biochemistry and genetics and earned his MBA from the Australian Graduate School of Management with a major in finance and portfolio management.

Dr. Matthew W. KALNIK

Dr. Krishnan

NANDABALAN

Genaisance Pharmaceuticals Appoints VPs

Genaisance Pharmaceuticals has appointed former Pharmacia executive Matthew W. Kalnik, Ph.D., to the position of senior VP of business development. Genaisance, New Haven, Conn., is involved in the discovery and use of human gene variation for the development of a new generation of DNA-based diagnostic and therapeutic products.

Dr. Kalnik is responsible for the commercialization of Genaisance's proprietary pharmacogenomic, diagnostic, and therapeutic products, including the Familion Test and applications of the company's Hap Technology.

Most recently, Dr. Kalnik held the position of executive director, head of pharmacogenomics, commercial development operations in the global prescription business at Pharmacia and then Pfizer.

He earned a B.S. in chemistry from the University of North Carolina and a Ph.D. in biochemistry and molecular biophysics from Columbia University. Dr. Kalnik completed a postdoctoral fellowship in molecular biology at the Scripps Research Institute.

In addition, Krishnan Nandabalan, Ph.D., has been named VP of corporate develop-

ment, responsible for expanding Genaisance's Hap Technology into new markets and disease areas.

Dr. John MCKEARN

Kalypsys Announces Senior-Management Promotion

Kalypsys, a drug-discovery company, has promoted John McKearn, Ph.D., to president and chief scientific officer from chief scientific officer. San Diego-based Kalypsys was founded in 2001 as a spin-out of the Genomics Institute of the Novartis Research Foundation. Dr. McKearn joined Kalypsys in July 2003 from Pharmacia, where he was senior VP of research.



He holds a B.A. in marketing from Adrian College.

Christopher A.

BARRETO

Dr. Sally M. DAVIS

Katherine FORDYCE

Michelle SILVA

V2 GfK Adds Three Senior Researchers and Director of Business Development

V2 GfK, a pharmaceutical marketing research firm located in Blue Bell, Pa., has appointed four new staff members to its team.

Christopher A. Barreto, formerly an executive director at TVG, has joined V2 GfK as a senior consultant, bringing nearly a decade of pharmaceutical marketing research experience from both the agency and client side.

He holds a master's degree in international business management from the American Graduate School of International Management.



Sally M. Davis, Ph.D., has joined the firm as a senior consultant from Data Tactic, where she worked as an analyst and statistician. Dr. Davis earned both her doctorate and master's degree in psychology from the University of Pennsylvania.



Katherine Fordyce has been appointed to the position of consultant. Previously she was with Ethicon Endo-Surgery, where she served in a number of regulatory affairs positions.



Ms. Fordyce earned her master's degree in business from Xavier University.

V2 GfK has enhanced its sales and account management activities with the addition of Michelle Silva, who has been

CRO POOL

Lara KRUPKA

PRA International Names Quality and Process Management VP



PRA International, a clinical research organization based in McLean, Va., has named Lara Krupka VP of quality and process management.

Ms. Krupka's leadership abilities, knowledge of clinical operations, and

project management experience have been instrumental to the successful implementation of PRA's business processes. She previously was PRA's director of global regulatory affairs.

Ms. Krupka was based at PRA's offices in Ottawa, Canada, and has relocated to PRA's headquarters.

Service POOL

Mark F. BAER

J. Knipper and Company Adds Sales Executive

Mark F. Baer, a veteran of pharmaceutical sales and services, has become the newest sales executive at J. Knipper and Company, a pharmaceutical marketing services company located in Lakewood, N.J.

Mr. Baer most recently worked with a mar-

appointed director, business development. She joined the firm from the PSL Group, where she was a senior consultant.

Clifford **KALB**

Nick **KAMEN**

Wood Mackenzie Adds to Senior Staff

Wood Mackenzie, a global supplier of strategic research and knowledge-based consulting to the energy and life-sciences industries, has appointed Clifford Kalb as a VP in the life-sciences practice. Based in Edinburgh, U.K., Wood Mackenzie also has offices in London, Houston, Boston, Moscow, Sydney, Beijing, and Tokyo.

Mr. Kalb leads the identification and development of new market and product ideas. He is responsible for forming and managing the company's life-sciences advisory board, as well as developing and managing annual client education meetings.

Most recently, he served as senior director, strategic business analysis, in worldwide human health marketing at Merck. Mr. Kalb holds a B.A. from Rutgers University and a MBA from Fairleigh Dickinson University.



In other news, Nick Kamen has joined the company as executive director of marketing and communications.

Mr. Kamen assumes responsibility for directing the strategic marketing process across Wood

Mackenzie.

Mr. Kamen, 37, has more than 10 years of international marketing management experience.

Ken **KILLION**

Dr. Jon **SEYMOUR**

Wolters Kluwer Health Appoints Chief Medical Officer and CEO for Clinical Tools Business Unit

Wolters Kluwer Health, Chicago, a division of Wolters Kluwer NV and a provider of information for healthcare professionals, has named Ken Killion as CEO of the clinical-tools division.

Mr. Killion previously was executive VP of clinical tools. He oversees all operational aspects of the business unit, including the drug information, e-prescribing, and clinical decision support components.

He holds a B.S. in marketing from the University of Baltimore.

Mr. Killion replaces Jon Seymour, M.D., who has been named executive VP and chief medical officer.

Dr. Seymour works with all major WKHealth brands to effectively leverage assets in all major growth areas of medical information, including point-of-care, point-of-learning, electronic medical record, e-prescribing, and related strategies.

He is responsible for executing agreements with strategic health industry partners for enterprise applications that integrate WKHealth information and tools into comprehensive medical information systems.

Dr. Seymour holds a M.D. from the University of Florida College of Medicine and a B.A. in physics from Duke University.

Sheila **MCCORMICK**

Dr. Joseph **SINGER**

Ron **WADE**

HealthCore Adds to Company Leadership



HealthCore, a prospective and retrospective healthcare outcomes research and analysis company, has named Sheila McCormick to the new position of VP of communications and marketing.

Previously, she was founder and president of Click Communication. She is a graduate of Ferris State University and completed executive programs at Harvard University.



The Wilmington, Del.-based company also has named Joseph Singer, M.D., VP of the company's Integrated Research Network. Before joining HealthCore, Dr. Singer had extensive executive management experience

in the managed-care industry. Dr. Singer is board certified in family practice and also has received a Certificate of Added Qualifications in geriatrics. He holds a bachelor's degree in biology from LaSalle College and a medical degree from the Hahnemann University School of Medicine.



Ron Wade has joined HealthCore as senior consultant to head the company's new Consulting and Strategies Group.

Previously, he had served as director of corporate accounts for Pharmacia and has served in a

variety of positions in the pharmaceuticals industry during the past 20 years. Mr. Wade received his B.S. in pharmacy and M.S. in pharmaceutical sciences from the TJ Long School of Pharmacy and Health Sciences and is a licensed pharmacist.

Matt **MCNALLY**

MBC Expands Media Services Team with New Hire

Medical Broadcasting Company (MBC), a Philadelphia-based healthcare marketing agency, has named Matt McNally director of media services of the recently expanded in-house media services team, which offers full-service interactive media capabilities designed to help clients drive higher levels of integration and promotional effectiveness online.

During the past seven years, Mr. McNally has worked with some of the world's best-known pharmaceutical brands and previously was the media director at Insight Interactive Group.

Andy **WILLIAMS**

Taylor Search Partners Announces New Hire

Taylor Search Partners, an executive recruitment firm specializing in searches for marketing executives in the healthcare and pharmaceutical industries, has named Andy Williams search consultant in the Tiro Group, a division of TSP.

Before joining the Columbus, Ohio-based company, Mr. Williams was an international sales representative in specialty chemical sales with Ashland Distribution. He holds a bachelor's degree in international studies and Spanish from Miami University.

Contract-Sales **POOL**

Warren S. **ODETTE**

Ventiv Adds Managing Director for Professional Development Group

Ventiv Health, a provider of customized sales, marketing, and compliance solutions for the pharmaceutical and biotech industries, has hired Warren S. Odette as managing director of the Ventiv Professional Development Group.

Mr. Odette left Ventiv in 2001 to start his own company. With managing director Gary

Fisher, Mr. Odette continues to engage in the business development and facilitation aspects of the business, to include integrating programs and contributing to the development of Ventiv proprietary products.

Medical-Education POOL

Dr. Sheila **DEYMANN**
Laurie **ERMENTROUT**
Tina **VOGEL**

Staff Additions Announced at
Clinical CONNEXION



Clinical CONNEXION (CCX), a medical communications agency in Newtown, Pa., has added to its staff.

Sheila Deymann, Pharm.D., has joined the company as senior medical director. Her role is to

provide scientific and clinical direction to internal teams and pharmaceutical clients.

Before joining the company, Dr. Deymann served as managing director at OPT Communications.

Dr. Deymann earned her bachelor of science and doctor of pharmacy degrees from Rutgers University, College of Pharmacy, and is an active member of the American Society of Consultant Pharmacists.



Laurie Ermentrout has joined the company as group account manager. She is responsible for providing clients with strategic marketing plans and objectives, maintaining ongoing client relationships, developing project

proposals, and actively pursuing new business opportunities.

Previously, Ms. Ermentrout was director of project management at SynerMed Communications. She has a bachelor of fine arts degree from Philadelphia College of Art and is a member of the Healthcare Businesswomen's Association.



Tina Vogel has been appointed as editorial director at CCX. Ms. Vogel is responsible for ensuring the editorial quality of all written

materials as well as managing the company's medical writers, medical editors, and freelance staff.

Previously, she was a contract manager, editorial services, at ApotheCom Associates.

Ms. Vogel earned her bachelor of arts degree from the University of Iowa and a master of arts degree from West Chester University. She is an active member of the American Medical Writers Association and the World Association of Medical Editors.

Christine **DRISKILL**
Michael **MELUCCI**
Dr. Susan **MOENCH**
Micole **REINMAN**

Health Learning Systems Expands
Ranks with Hires and Promotion

Health Learning Systems (HLS), CommonHealth's founding medical-education unit located in Wayne, N.J., has made changes within its staff. CommonHealth is a healthcare-communications company and part of the WPP Group.



Christine Driskill has been promoted to senior meetings manager from her previous position of meetings manager.

Michael Melucci has been promoted to assistant VP, account management, from account manager.



Susan Moench, Ph.D., P.A.-C., has joined HLS as a medical writer in the department of medical affairs.

Previously, Dr. Moench was employed as a technical writer at Aventis Pasteur.



Micole Reinman has joined HLS as medical affairs program director.

In this role, she is responsible for program management of publication projects, including abstracts, scientific posters, manuscripts, and enduring elements for continuing medical education.



Before joining HLS, Ms. Reinman was program director of publications at Ingenix Health Education.

Elizabeth **FULMER**
Karen **GATZKE**
Rich **PISTOLESE**

Columbia MedCom Group
Adds to Staff



Elizabeth Fulmer has been appointed to the position of account coordinator for the new accounts team at Columbia MedCom Group (CMCG). CMCG, Columbia, Md., comprises two wholly owned subsidiaries: INNOVIA Education Institute and Medcalliance. Previously, Ms. Fulmer served as the company's traffic coordinator. She is a graduate of West Virginia University.



Karen Gatzke has been hired as a managing editor for the company's AstraZeneca team.

Ms. Gatzke is responsible for providing editorial direction and oversight for a wide variety of projects. She also manages a team

of writers and editors, develops and produces publication plans, and facilitates advisory board meetings and symposia. Before joining CMCG, she was the managing editor of special projects for Physicians Practice. Ms. Gatzke is a graduate of Towson State University.



Rich Pistolese has joined the company as a medical writer for the AstraZeneca team.

Previously, he worked for Future Perfect, where he served as senior medical writer/director of research.

At CMCG, Mr. Pistolese is responsible for researching, writing, editing, and developing a variety of continuing medical education and continuing education materials, serving as liaison with authors and speakers, assisting speakers with preparation for events, and ensuring scientific integrity in all projects.

Eileen **HERNÁNDEZ**

The Curry Rockefeller Group Adds
Client Service Director to Staff

Eileen Hernández has been appointed as client service director at The Curry Rockefeller Group of Companies, Tarrytown, N.Y., which is dedicated to thought-leader focused medical education and is a primary source of

innovative educational and training materials for influential healthcare practitioners.

She has more than three years experience in the medical-education arena, most recently serving as a project coordinator with Global Edge.

Scott **SHELKO** Ken **THORLTON**

HealthEd Addresses Client Needs



HealthEd, an educational marketing agency that combines the science of behavior change with the power of integrated marketing, has added two key members to its management team.

Scott Shelko has been named VP of strategic business development. He consults with client brand teams to identify and implement strategic educational marketing programs to drive brand objectives. Previously, he was director of business development at Harte-Hanks. Mr. Shelko holds a B.S. in microbiology from Pennsylvania State University and a MBA in marketing from Lehigh University.

Ken Thorlton has joined HealthEd, Clark, N.J., as associate creative director. He recently served as senior art director for Hyphen. Mr. Thorlton holds a B.F.A. from Indiana State University.

Consulting **POOL**

Dr. Jeff **GLOR** Dr. Bill **MCKENNA** Dr. W. Thomas **NELSON**

BioVid Hires Experts in
Econometric Modeling, HIV/AIDS,
Reputation Performance



BioVid, Princeton, N.J., a marketing research and strategy consulting firm, has added three seasoned industry experts.

Jeff Glor, Ph.D., an expert on HIV/AIDS market research, has joined the staff. Previously, Dr. Glor spent 10 years as director of research at HIV Research. He earned his

Ph.D. in social psychology from the University of Florida, where he wrote his dissertation on the impact of HIV on social relationships.



Bill McKenna, Ph.D., a thought leader in pharmaceutical and healthcare marketing, has joined the company. His responsibilities span the full range of therapeutic areas and disease states covered by BioVid. He most recently served as president and CEO of Strategic Marketing. Dr. McKenna earned a B.S. and M.S. in political science from St. Joseph's University and a MBA and Ph.D. in economics from Temple University.



W. Thomas Nelson, Ed.D., who most recently served as founder, president, and CEO of Lodestar, a marketing research and strategy consulting firm, has joined the company. He earned a M.S. in organizational development and a doctorate in institutional research and strategic planning from the University of Indiana.

Technology/Web **POOL**

Angela **DAGNE** Mathew **MARUCCI**

Group DCA Announces Executive
Promotion and Addition



Group DCA, an online healthcare communications company, has promoted Angela Dagne to executive director of operations. Ms. Dagne is responsible for the management of all internal company operations, coordinating the efforts of creative services, account management, and technology.



Before joining Group DCA, Montclair, N.J., in January 2001 as the director of operations, Ms. Dagne spent 17 years in the advertising and marketing industry.

Mathew Marucci has joined the company as executive VP. Mr. Marucci is responsible for

expanding the sales of the Group DCA companies.

He received his M.A. in psychology from Fairleigh Dickinson University.

Jennifer **JAYE**

Octagon Selects Leader for West
Coast Process Solutions Group



Octagon Research Solutions, King of Prussia, Pa., has named Jennifer Jaye director of process solutions. Octagon Research Solutions offers a suite of regulatory, clinical, process, and IT solutions to the life-sciences

industry.

Based in San Diego, Ms. Jaye has been selected to lead the west coast capabilities team for Octagon's Process Solutions group.

She manages capabilities assessments and process and technology implementations, assisting clients in developing electronic submission capabilities.

Dr. Sara **MCKENZIE**

invivodata Expands Scientific
Expertise With Newly Created Post



invivodata, a Pittsburgh-based leader in electronic patient self-report solutions for clinical research, has named Sara McKenzie, Ph.D., MBA, as senior director of scientific affairs and clinical operations.

In her previous role at Sepracor, Dr. McKenzie was involved in the development of small-molecule drugs.

Dr. Eva **MILLER**

Interactive Clinical Technologies
Adds Experienced Biostatistician



Interactive Clinical Technologies (ICTI), a global IVRS provider for the pharmaceutical and biotechnology industries, has added Eva Miller, Ph.D., to its staff as manager of biostatistics. With the addition of Dr. Miller,

ICTI begins the rollout of its new statistical consulting services.

Before joining ICTI, Yardley, Pa., she worked as a biostatistician and SAS programmer with several major pharmaceutical com-

panies, including Pfizer, Aventis Pasteur, Merck & Co., and R.W. Johnson Pharmaceutical Research Institute.

Dr. Miller received her Ph.D. from the University of Pennsylvania. Additionally, she holds a master's degree in demography, a master's degree in educational psychology, with emphasis on research design and measurement, and a bachelor's degree in mathematics.

Association POOL

Dr. Alejandro **APARICIO** AMA Names CME Leader to Head Division

Alejandro Aparicio, M.D., has joined the American Medical Association (AMA), Chicago, to head the Division of Continuing Physician Professional Development (CPPD).

Dr. Aparicio has served as director of medical education and associate medical director at Advocate Illinois Masonic Medical Center, as well as VP for medical affairs at Ballard Health Care. Dr. Aparicio is a practicing internist with a focus on geriatrics and is certified in both.

Dr. Aparicio is a past president of the Illinois Alliance for CME and the Illinois Geriatrics Society, a Fellow of the American College of Physicians, and currently serves as VP of the Illinois Medical Directors Association. He has volunteered as a site surveyor for the Accreditation Council for Continuing Medical Education and was recently appointed to a technical advisory committee working on long-term care issues for the Joint Commission on Accreditation of Healthcare Organizations.

Dr. Kerry **BEMIS** Carl **BRUHN**

Indiana Protein Center Completes Initial Staffing

The Indiana Centers for Applied Protein Sciences (INCAPS), Indianapolis, has completed its first round of hiring. INCAPS is a for-profit venture that provides proteomic technology validation and protein analysis services for academic and private sector clients. The center was formed through BioCrossroads, Indiana's initiative for the expansion of the life-sciences sector through business formation and attraction.

INCAPS has retained Kerry Bemis, Ph.D., formerly of Eli Lilly, to lead its biostatistics



team and play a key role in the proteomics testing and technology validation team. Dr. Bemis had been with Eli Lilly for more than 26 years, most recently serving as group leader of genomic informatics.

Dr. Bemis received his Ph.D. in statistics from the University of Kentucky. He has been published extensively in biostatistics and its application in pharmacology, computational chemistry, and genomics.



Carl Bruhn, a former executive at Thomson, has been tapped as chief business officer. He leads INCAPS' business development, sales, partnerships, finance, and operational activities.

He ended his 20-year career with Thomson as general manager of Broadband Cable Video Initiatives.

James C. **GREENWOOD** Congressman Named Next BIO President

Congressman James C. Greenwood has been named the next president of the Biotechnology Industry Organization (BIO), an industry group that represents more than 1,000 small and large companies, as well as academic and research centers that use biotechnology to develop medical, agricultural, industrial, and environmental products.

Mr. Greenwood has represented the Eighth District of Pennsylvania in the U.S. House of Representatives since 1993.

Additionally, he and serves on the Energy and Commerce and Education and the Workforce Committees.

He previously served in the Pennsylvania House and Senate. Since 2001, he has served as chairman of the Energy and Commerce Subcommittee on Oversight and Investigations.

Mr. Greenwood will replace Carl B. Feldbaum on Jan. 5, 2005. Mr. Feldbaum, who announced his retirement in February, has headed BIO, Washington, D.C., since its establishment in July 1993.

Anne **ISENHOWER** American Cancer Society Names National Director of Media Relations

American Cancer Society, the nation's leading voluntary health organization, has

appointed Anne Isenhower to the position of national director of media relations at its national home office in Atlanta.

The American Cancer Society is dedicated to eliminating cancer as a major health problem. The society focuses on saving lives, diminishing suffering, and preventing cancer through research, education, advocacy, and service.

In this new role, Ms. Isenhower is responsible for managing and coordinating the American Cancer Society's nationwide media outreach efforts.

Ms. Isenhower was selected following a nationwide search and brings extensive agency, nonprofit, and healthcare experience to her new role.

Previously, she was a VP at Fleishman-Hillard International Communications.

She joined Fleishman-Hillard in 1997 and handled brand public relations for the agency in addition to her work with a variety of clients.

John F. **LEWIS JR.** Matt **SCHUTTE**

Omeris Announces Two Promotions



Omeris, Ohio's bioscience membership and development organization, has promoted John F. Lewis Jr., to VP from central Ohio regional director. He is charged with leading a life-sciences company attraction strategy in

addition to supporting statewide bioscience initiatives. The strategy aims to accelerate global bioscience company relocations and encourage research and business partnerships with Ohio bioscience organizations.

Mr. Lewis is a licensed attorney with almost 20 years of experience in international bioscience business development and financing. Before joining Columbus, Ohio-based Omeris, he managed the China, Korea, Hong Kong, and Macau offices for PerkinElmer.



In other association news, Matt Schutte has been promoted to director of corporate communications. Previously, he was manager of corporate communications for Omeris.

With more than 10 years of healthcare and life-sciences marketing communications experience, Mr. Schutte continues to lead Omeris' proactive efforts to promote Ohio's bioscience assets inside and outside the state.

Dr. Daniel G. SCHULTZ

Director of FDA's Center for
Devices and Radiological
Health Named



Daniel G. Schultz, M.D., has been selected to lead the Food and Drug Administration's Center for Devices and Radiological Health (CDRH). Dr. Schultz has been acting director of CDRH since April 1, when he replaced former center director Dr. David Feigal, who resigned from FDA, Rockville, Md.

Dr. Schultz is responsible for the FDA's review of all medical devices, as well as radiation-emitting products, such as magnetic resonance imaging equipment and X-ray machines.

He also oversees the further implementation of the Medical Devices User Fee Act of 2002, which authorizes the FDA to collect user fees for its review of medical device marketing applications and which sets performance goals for those reviews.

Dr. Schultz joined the FDA in April 1994 as a medical officer in the General Surgery Branch of CDRH. He went on to become chief medical officer in the division of Reproductive, Abdominal, and Radiological Devices. He later served as division director and then as deputy director and director of the Office of Device Evaluation in CDRH.

Dr. Schultz has a B.A. in political science from the City College of New York. He received a M.D. from the University of Pittsburgh and completed a combined internship in pediatrics and medicine at the University of New Mexico.

Media POOL

Marc **DIBARTOLOMEO**

Mike **GRAZIANI**

Karmen **KALLOCK**

Robert **KNOLL**

Edward **REINER**

Michael **REYNOLDS**

Advanstar Medical Economics
Healthcare Announces
Promotions and Hires

New York-based Advanstar Medical Eco-



nomics, which offers a wide range of strategic healthcare information distributed through multimedia channels, has promoted Marc DiBartolomeo to associate publisher of *Urology Times* and *Contemporary Urology*.

Since joining Advanstar Medical Economics, a division of Advanstar Communications, as a sales manager on both *Urology Times* and *Geriatrics* in 2001, he has been director of sales for *Urology Times* and played a leading role in increasing both advertising and special projects revenue.

In this new position, Mr. DiBartolomeo is responsible for driving the sales effort and implementing the strategic direction for both *Urology Times* and *Contemporary Urology*.



In other Advanstar Medical Economics Healthcare news, Mike Graziani has been promoted to publisher of *Contemporary Pediatrics*.

Mr. Graziani joined Advanstar in January 2003 as associate publisher of *Urology Times* and *Geriatrics*.

He then assumed the role of associate publisher for the Urology Group, including *Urology Times*, *Contemporary Urology*, and related special projects.

In this new role, Mr. Graziani continues to expand the scope and prominence of the journal in the areas of print, Web, and educational programs. He is based in the company's office in Iselin, N.J.



Karmen Kallock has been promoted to associate publisher of the company's nursing group.

Ms. Kallock joined Thomson Medical Economics, which was subsequently acquired by Advanstar Commu-

nications in 1999, as an account manager on *Long Term Care News* and later was promoted to senior account manager on *RN* magazine.

In this new role, she services key accounts in the western United States for *RN*, *Health-care Traveler*, and *Healthcare Traveler's Staffing Solutions* and helps implement the strategic direction for the Nursing Group portfolio.



Robert Knoll has joined Advanstar Medical Economics' education division as VP of operations.

Most recently, he was general manager and VP of operations for Invision Media Communications.

In his current position, Mr. Knoll is responsible for directing the operations of the group to develop efficiencies and best business practices.

Additionally, he plays a large role in the creation and launch of new products and services to meet the changing needs of the Advanstar Medical Economics' customer base.

Mr. Knoll holds a B.A. in communications from Montclair State University.



Edward Reiner has been promoted to sales and business development director for the special projects group at Advanstar Medical Economics.

He is responsible for sales as well as identifying and pursuing strategic partnerships and alliances to further the company's business objectives.

He works collaboratively with internal groups to develop new CME and promotional business opportunities that leverage the strength of Advanstar Medical Economics print brands.

Mr. Reiner holds M.A., MBA, CPA, and CVA degrees and is an adjunct faculty member of New York University School of Continuing and Professional Studies, Graduate Program.



Michael Reynolds has joined the company as senior account manager on *Patient Care*.

Mr. Reynolds is responsible for pharmaceutical page advertising and media project sales.

Most recently, he was with Global Edge.

William M. PASSANO III

Jobson Publishing Names
Education Group President



Jobson Publishing, Bloomfield, N.J., a healthcare publishing and medical-education company, has named William M. Passano III as president of Jobson's Education Group.

Previously, Mr. Passano was CEO of SCP Communications. Before that, he was VP of the healthcare division of Lippincott Williams & Wilkins.

In his current role, he is responsible for all medical-education business operations, which are based in Colorado and the New York/New Jersey area for Jobson Publishing.

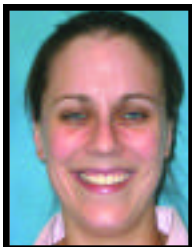
Agency **POOL**

- Julia **ALLEN**
- Anne **BROWN**
- Joseph **CONWELL**
- Alisa **LITWIN**
- B.J. **MAFFUCCI**
- Elena **SECUA**
- Dana **SEMANCEK**
- Bill **SPAGNUOLO**
- Carol **STEARNS**
- Stephen **SULLIVAN**
- Renee **WENTWORTH**

Ferguson Announces Hires and Advancements

Ferguson, formerly Thomas Ferguson Associates, Parsippany, N.J., a CommonHealth professional healthcare advertising agency, has announced promotions within its staff as well as new hires.

CommonHealth is a leading healthcare communications resource and a WPP Group company, which includes Ferguson, Adient, Quantum, Noesis, Carbon, Xchange, Solara, HLS, ProCom, Conectics, Qi, MBS/Vox, Enterprise, EinsonHealth, MD/Salud, and Shire Health in the United States.



Julia Allen has been promoted to account supervisor from senior account executive.



Anne Brown has been hired as a copywriter. Ms. Brown was previously employed with Genta, a pharmaceutical company.



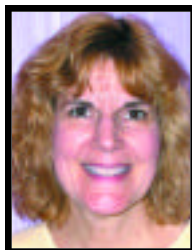
Joseph Conwell has joined the agency as senior VP, creative director. He is responsible for supervising the development of creative materials for his assigned accounts. Previously, he was employed at Interlink Healthcare Communications and Lintas Worldwide as VP, group creative director.

Alisa Litwin has been

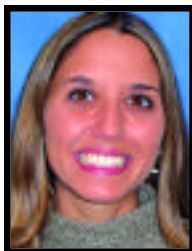


promoted to group copy supervisor.

Previously, Ms. Litwin was a senior copywriter at the agency.



Also at Ferguson, B.J. Maffucci has been promoted to account supervisor. Previously, he had been a senior account executive.



Elena Secula has been named executive VP, director of operations, at the agency. Before her promotion, Ms. Secula was senior VP, operations.

Dana Semancik has been promoted to senior account executive. Previously, she was an account executive.



In other agency news, Bill Spagnuolo has accepted the position of VP, management supervisor. In this role, Mr. Spagnuolo is responsible for directing the development and implementation of marketing strategies for his assigned accounts.



Before joining Ferguson, Mr. Spagnuolo worked with various major pharmaceutical companies, including Hoffmann-La Roche, Schering-Plough International, and Ohmeda Pharmaceutical; the communications agency, Lewis Gace Bozell; and the medical publishing company, Thomson/Medical Economics.



Elsewhere in the agency, Carol Stearns has been promoted to copy supervisor. Previously, Ms. Stearns had the title of senior copywriter.



Stephen Sullivan has been named senior account executive. Before his promotion, Mr. Sullivan held the title of account executive.

Renee Wentworth has been promoted to group copy supervisor. Before being named to this new position, Ms. Wentworth had been a copy supervisor.

- Michael **AMBROISE**
- William **BECK**
- Rob **BUCCINO**
- Janet **DONNELLY**
- Lyn **FALCONIO**
- Joe **FERRAZANO**
- Michelle **FONFRIAS**
- Lynn **LANDANO**
- Andy **LEAR**
- Anthony **MARUCCI**
- Wai **NG**
- Joanna **PENDZICK**
- Susan **SACKS**
- Kelly **TALLENT**
- Paul **YANNOLO**

Grey Healthcare Group Announces Promotions and Hires

Grey Healthcare Group (GHG), a global healthcare communications company based in New York, has promoted several key staff members as well as added to its roster of talent. GHG is a wholly owned partner company of Grey Global Group.

Michael Ambroise has been named account supervisor. Before joining GHG, Mr. Ambroise was an account supervisor at EURO RSCG.

William Beck joins the agency as group copy supervisor. He previously was a freelance editor at KPR.



Rob Buccino has been promoted to executive VP from senior VP. Mr. Buccino has a leadership role in internal training. Additionally, he provides significant support to the company's global divisions, as well as to GHG's medical-education divisions.



Janet Donnelly has been promoted to executive VP from senior VP. With this promotion, Ms. Donnelly takes on the additional responsibilities of the editorial and traffic staffs.

Lyn Falconio has been



promoted to executive VP from senior VP. This promotion also recognizes her skill and drive as the codirector of Nova Grey, the company's new advertising business unit.

Joe Ferrazano has been promoted to art supervisor from senior art director.

Michelle Fonfrias has joined the agency as group copy supervisor. Previously, she was group copy supervisor at Medicus.

Lynn Landano has been promoted to senior account executive from account executive.

Andy Lear has been promoted to art supervisor. He had been senior art director.

Anthony Marucci has been named manager, new business projects. Before joining GHG, he had been group VP with Infinitia Health & Life Sciences.

Wai Ng has been named senior art director. She previously was an art supervisor at Saatchi & Saatchi Healthcare.

Joanna Pendzick has been promoted to group art supervisor. Previously, Ms. Pendzick had been an art supervisor.

Susan Sacks has joined the agency as copy supervisor. She previously was a freelance copywriter.

Kelly Tallent has named business manager at GHG. Before joining the agency, she had been a cost analyst at Gillette.

Paul Yannolo has been promoted to copy supervisor from senior copywriter.

Ken BEGASSE SR.

Concentric Adds Industry Veteran to Staff



Ken Begasse Sr. has been named managing partner and chief strategic officer at Concentric Healthcare Advertising, New York.

Mr. Begasse is in charge of business development and consulting with pharmaceutical and other clients on strategic marketing matters.

Before joining Concentric, he was executive VP, account group director at Klemtner Advertising.

Mr. Begasse also has held senior-level positions at Nelson Communications, CommonHealth, Lowe McAdams, Medicus, and Sudler & Hennessey.

Mr. Begasse has a B.S. in business from Pace University and is a registered respiratory therapist.

Additionally, he is a board member of the Healthcare Marketing & Communications Council.

Larry **BORTMAN**
Deborah **FLETCHER**
Steven **HEBERT**
Peter L. **HOLMBERG**
Celeste **KOLANKO**
Christine **LEE**
Robin **SERODY**
Michael **WARD**

Sudler & Hennessey Adds to Staff Across Several Divisions

To fully support the needs and development of its clients, Sudler & Hennessey (S&H), a New York-based global healthcare marketing and communications organization and a WPP Group company, has added staff to several of its divisions.



Larry Bortman has joined the agency as a copy supervisor. Previously, he was employed at Medicus.

S&H has bolstered its strategic planning department with the addition of Deborah Fletcher as a strategic account planner. Previously, Ms. Fletcher was U.S. marketing director at Gilead Sciences, where she led the successful U.S. launch for Viread.

Steven Hebert has joined S&H as group copy supervisor.

IntraMed, one of S&H's medical-education divisions, has named Peter L. Holmberg as senior VP, management supervisor. He is responsible for client strategy and new business development. He joined



IntraMed after 12 years at Berlex Laboratories, where he held various positions as a sales consultant, sales training manager, district manager, product manager, and senior product manager.

Avenue-e Health Strategies, the eMarketing division of Sudler & Hennessey, has named Celeste Kolanko as account supervisor. Before



joining Avenue-e, she was a consultant for an independently owned medical technology company.



Christine Lee has been hired as an account supervisor. Her previous agency experience includes tenures at Harrison & Star; Lally, McFarland & Pantello; and Grey Healthcare Group.

IntraMed Scientific Solutions, which specializes in the development and management of continuing medical-education and independent programs, has named Robin Serody as senior education director.

Before joining IntraMed Scientific Solutions, Ms. Serody was director of meetings at Physicians Education Resource.

Michael Ward has been named copy supervisor. Most recently, he was associate creative director at LMP-Westar.

Ed CAPPARUCCI Mark PERLOTTO

Adair-Greene Restructures Executive Responsibilities

Adair-Greene Healthcare Communications, an Atlanta-based healthcare agency, has restructured the responsibilities of two senior executives.

Ed Capparucci has been promoted to the position of VP, director of client services. Mr. Capparucci joined the agency last year as VP, management supervisor. And Mark Perlotto has been named executive VP, chief marketing officer. Mr. Perlotto previously was executive VP, managing director.

Under the new agency structure, Mr. Capparucci, a Gold Effie Award winner, is responsible for overseeing the account services department and directing and building all client-agency relationships.

A graduate of Rutgers University, Mr. Capparucci received a M.S. in healthcare administration from Kean College.



In this new role as chief marketing officer, Mr. Perlotto is responsible for leading Adair-Greene's senior marketing team, providing strategic counsel, and ensuring the integrity of all agency proposals to new and current clients. In addition, Mr. Perlotto is directing new business marketing and public-relations initiatives for the agency.

A graduate of the University of North Carolina at Wilmington, Mr. Perlotto holds degrees in biology and chemistry.

Ingrid **DAHLIN**
 Bill **DHALLE**
 Lori **GOODALE**
 Carl **KUEBLER**
 Angela **MCCUTCHEON**
 Patrick **O'SHEA**
 Michelle **PETROFF**
 Julie **PRIDDLE FOWLER**
 Tiffany **RYAN**
 Bonnie **STOFER**
 Greg **ST. PIERRE**
 Robin **VARA**

Palio Announces Appointments and Promotions

Palio Communications, a full-service advertising and communications agency located in Saratoga Springs, N.Y., has announced appointments and promotions.



Ingrid Dahlin has been named account supervisor. She previously was a supervisor and senior account executive at Torre Lazur McCann West. She holds a bachelor's degree from Arizona State University.



Bill Dhalle has been hired as support specialist. He was the owner, principal designer, and consultant for Sublevel 3 Design Works/Sublevel 3 Mac-Link. He holds a bachelor's degree from the State University of New York College of Technology at Utica.

Lori Goodale has been promoted to corporate relations director from corporate relations manager.



Carl Kuebler has been hired as senior VP, account director. Mr. Kuebler joins Palio from Novartis Oncology, where he served as director of Gleevec marketing. He holds a MBA from Carnegie Mellon University and a bachelor degree from Ursinus College.

Angela McCutcheon has been promoted to senior project manager from project manager.

Patrick O'Shea has been promoted to senior VP, managing director, from senior VP, account director.

Michelle Petroff has been promoted to account director from account supervisor.

Julie Priddle Fowler has been named account supervisor from senior account executive.

Tiffany Ryan has been promoted to account director from account supervisor.

Bonnie Stofer has been promoted to senior VP, managing director, from senior VP, account director.

Greg St. Pierre has been named account executive from assistant account executive.

Robin Vara has been promoted to account executive. Previously, Ms. Vara was an assistant account executive.

Amy M. GROVES
 Integrity Healthcare Names
 Account Group Supervisor



Integrity Healthcare Communications, a division of HealthSTAR Advertising, Woodbridge, N.J., has named Amy M. Groves as VP, account group supervisor.

Ms. Groves, who joined the company a year ago as senior account supervisor, manages the agency's account services teams for products in the areas of oncology, hematology, hepatology, kidney disease, depression, women's health, and life sciences.

Previously, Ms. Groves was senior account supervisor at Adair-Greene Healthcare Communications.

She holds a B.S. in biology, magna cum laude, from the University of Georgia.

**Pam KOMAN-
 PODOLAK**

Tina MCGILL
Becky PHILLIPS

Quantum Promotes Staff



Quantum, Parsippany, N.J., CommonHealth's consumer healthcare agency has promoted three staff members. CommonHealth is a healthcare-communications resource and a WPP Group company.

Pam Koman-Podolak has been promoted to VP, account group supervisor, from VP, account supervisor.

Tina McGill has been



Ray PURKIS
 Ribotsky Worldwide
 Creates New Position



promoted to VP, associate creative director, from VP, group art supervisor. In this position, Ms. McGill continues to help build direct-to-consumer brands with design solutions to address client brand needs.

Becky Phillips has been promoted to group copy supervisor from copy supervisor. Ms. Phillips is responsible for creating copy for direct-to-consumer television, radio and print advertising.

Ribotsky Worldwide has hired Ray Purkis as senior VP, director of client services. Ribotsky is a healthcare communications agency located in Somerset, N.J.

The company created the new VP position to further strengthen its offering to clients, including day-to-day senior-level strategic consulting that can be carried through to creative execution.

Mr. Purkis leads the account management and brand service teams.

Before joining Ribotsky, Mr. Purkis was a VP at Integrated Communications.

Andrea STROUT
 Xchange Promotes Senior VP



Xchange, Parsippany, N.J., the relationship-marketing unit of CommonHealth, a WPP Group company, has promoted Andrea Strout to senior VP, group copy supervisor, from senior VP, senior copywriter.

In this position, she oversees the development of all promotional copy efforts for her assigned accounts.

Previously, she was senior VP, director of marketing services. Ms. Strout joined the agency in 2001.

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