



Pharma **POOL**

Dr. David E. **KELLEY**

Key Appointment in Merck's
Diabetes and Obesity Franchise



Merck has named David E. Kelley, M.D., VP, franchise integrator for diabetes and obesity. Dr. Kelley oversees the lead researchers for experimental medicine, imaging, and molecular profiling. He is responsible for coordinating all biomarker, experimental medicine, and imaging activities with the aim of optimizing molecules through Phase IIb development.

Dr. Kelley joins Merck, Whitehouse Station, N.J., after 20 years on staff at the University of Pittsburgh, where he most recently served as professor of medicine and director of the obesity and nutrition research center. He received his medical degree from the University of Maryland School of Medicine.

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Dr. Francois **NADER**

NPS Makes Promotion

NPS Pharmaceuticals has promoted Francois Nader, M.D., to executive VP and chief operating officer. NPS, Parsippany, N.J., discovers and develops small molecules and recombinant proteins, primarily for the treatment of metabolic, bone and mineral, and CNS disorders. Dr. Nader is responsible for managing NPS's R&D, regulatory affairs, and commercial operations along with planning and implementing the company's outsourcing business model as part of the recent restructuring of operations.

Before joining NPS in 2006 as chief medical and commercial officer, Dr. Nader was a venture partner at Care Capital.

Biotech **POOL**

Dr. Charles A.

MCWHERTER

Metabolex Appoints Senior VP for
Research and Preclinical
Development

Metabolex, Hayward, Calif., a biotechnology company dedicated to the discovery and development of novel therapeutics for diabetes and related metabolic disorders, has hired Charles A. McWherter, Ph.D., as senior VP, research and preclinical development. Dr. McWherter is responsible for the company's preclinical drug candidates. He joins the company from Pfizer where he served as VP and head of the cardiovascular therapeutic area.

Dr. McWherter holds M.S. and Ph.D. degrees in chemistry from Cornell University.

Dr. William

SLICHENMYER

Merrimack Names Senior VP
and Chief Medical Officer

Merrimack Pharmaceuticals, Cambridge, Mass., a privately held biotechnology company focused on the discovery and development of novel treatments for autoimmune disease and cancer, has appointed William Slichenmyer, M.D., as senior VP and chief medical officer. Dr. Slichenmyer's purview is across the entire drug-development process and guiding the company's organizational growth and strategic development.

Dr. Slichenmyer joins Merrimack from Pfizer, where he was VP of regulatory affairs for all therapeutic areas. Dr. Slichenmyer holds a B.A. and an M.D. from Case Western Reserve University as well as an M.Sc. from

the Schools of Medicine and Public Health at The Johns Hopkins University.

Biopharmaceutical **POOL**

Dr. Lee F. **ALLEN**

Amag Appoints Chief Medical
Officer and Senior VP

Amag Pharmaceuticals has appointed Lee F. Allen, M.D., Ph.D., as chief medical officer and senior VP of clinical development. Dr. Allen is responsible for clinical development and regulatory activities.

Amag, Cambridge, Mass., is a biopharmaceutical company that uses its proprietary nanoparticle technology for the development and commercialization of therapeutic iron compounds to treat anemia, as well as novel imaging agents to aid in the diagnosis of cancer and cardiovascular disease.

Dr. Allen previously served as VP of clinical R&D at Wyeth. Dr. Allen received his Ph.D. and his M.D. from the University of Medicine and Dentistry of New Jersey.

Dr. Eleanor **DE GROOT**

Dr. Brenda **MARCZI**

Dr. Richard V. **NELSON**

Sapphire Reinforces
Team of Experts

Privately held biopharmaceutical development company Sapphire Therapeutics, Bridgewater, N.J., has made two management promotions and an appointment to reinforce the company's team of pharmaceutical development experts.

Eleanor de Groot, Ph.D., has been promoted to VP of technical operations, with increased responsibility for all drug product development and manufacturing activities. Dr. de Groot joined Sapphire in 2002. Her previous experience includes process engineering, pharmaceutical, and chemical development at Guilford Pharmaceuticals — now MGI Pharma. She earned a Ph.D. in chemical engineering at Stanford University, and a B.S. in chemical engineering at the Massachusetts Institute of Technology.

Joining Sapphire as VP, regulatory affairs, is Brenda Marczi, Pharm.D. Dr. Marczi has 20 years of experience in regulatory affairs. Most recently, she was senior director, regulatory affairs, at Unigene Laboratories. Dr. Marczi earned her Pharm.D. at the University of

Maryland at Baltimore, her MBA at the University of Pennsylvania, Wharton, and an M.S. in pharmaceutical sciences as well as a B.S. in pharmacy at Rutgers University, College of Pharmacy.

Richard V. Nelson, Ph.D., has been promoted to VP of project planning and management, with continuing responsibility for clinical development projects. Dr. Nelson received a B.Sc. from Penn State University and a Ph.D. from Purdue University.

Dr. Steven A. FULLER

Billie Jo WOOD

Panacea Strengthens Management Team

Panacea Pharmaceuticals has appointed Steven A. Fuller, Ph.D., as VP, product development, and Billie Jo Wood as director, clinical laboratory services. Panacea, Gaithersburg, Md., is a privately held biopharmaceutical company focused on the development of therapeutics and diagnostics for diseases with substantial unmet clinical needs.

Dr. Fuller directs preclinical product development, validation, process development, and manufacturing for the company's therapeutic and diagnostic products, in collaboration with staff in regulatory affairs and clinical development. Most recently, Dr. Fuller served as VP, product and process development, at Nabi Biopharmaceuticals. He received his B.S. in biology from Wheaton College and his Ph.D. in genetics from Michigan State University.

Ms. Wood is responsible for managing Panacea Laboratories, a division of Panacea Pharmaceuticals, including testing of patient samples, assuring adherence to regulatory requirements, and marketing the availability of the company's diagnostic tests.

Before joining Panacea, Ms. Wood worked as a laboratory coordinator at the Johns Hopkins University Medical Center. She received her bachelor of science in biology from York College of Pennsylvania, and a masters of science in biotechnology and an MBA from Johns Hopkins.

Dr. Stephen KALDOR

Ambrex Appoints CEO



Ambrex, La Jolla, Calif., has appointed Stephen Kaldor, Ph.D., as president and CEO.

Dr. Kaldor joins Ambrex, a biopharmaceutical company focused on the discovery and development of protein-based

drugs, from Takeda San Diego, the U.S. discovery research center for Takeda Pharmaceuticals, where he served as president and chief scientific officer.

Dr. Matthew W. KALNIK

Nabi Appoints VP

Nabi Biopharmaceuticals has appointed Matthew W. Kalnik, Ph.D., as VP, business development and project management. Nabi, Boca Raton, Fla., is a fully integrated biopharmaceutical company. Dr. Kalnik works closely with the Nabi senior management team and pharmaceutical R&D group to accelerate the partnership discussions for Nabi's NicVAX (nicotine conjugate vaccine) and StaphVAX (staphylococcus aureus polysaccharide conjugate vaccine) programs.

Dr. Kalnik most recently served as executive VP, head of business development, at VistaGen Therapeutics.

William P. KANE

VP, Commercial Operations for Keryx

Keryx Biopharmaceuticals has named William P. Kane as VP, commercial operations. Keryx, New York, is focused on the acquisition, development, and commercialization of medically important, novel pharmaceutical products for the treatment of life-threatening diseases, including diabetes and cancer.

Mr. Kane is responsible for the development and execution of commercial activities. He joins Keryx from Sepracor where he served as senior VP of marketing and new product planning.

Theresa NATALICCHIO

PTC Selects Senior VP, Marketing and Sales

Theresa Natalicchio has been appointed senior VP, marketing and sales, at PTC Therapeutics, South Plainfield, N.J., a biopharmaceutical company focused on the discovery, development, and commercialization of small-molecule drugs targeting post-transcriptional control mechanisms.

Ms. Natalicchio comes to PTC with 25 years of product marketing experience at Pfizer where she most recently held the position of VP of the marketing centers of excellence.

Mario ORLANDO

Neuromed Appoints Marketing VP

Privately held biopharmaceutical company Neuromed Pharmaceuticals, Conshohocken, Pa., has named Mario Orlando VP of market-



ing. Mr. Orlando is responsible for precommercial and commercialization activities in preparation for the U.S. launch of NMED-1077 (OROS Hydromorphone) and other Neuromed products, upon FDA approval.

He was most recently executive director of Rapamune global strategy at Wyeth.

Dr. Carsten REINHARDT

Micromet Promotes

Biopharmaceutical company Micromet, Bethesda, Md., has promoted Carsten Reinhardt, M.D., to senior VP and chief medical officer. Micromet focuses on the development of novel, proprietary antibody-based products for the treatment of cancer, inflammatory, and autoimmune diseases.

Previously, Dr. Reinhardt was senior VP, clinical development. Dr. Reinhardt joined Micromet from Roche, where he was the international medical leader of the Herceptin program. He received a medical degree from University of Munich and a Ph.D. in cellular immunology at the Institute of Immunology in Munich.

Lewis STUART

CV Therapeutics Names Senior VP, Commercial Operations

Biopharmaceutical company CV Therapeutics, Palo Alto, Calif., has appointed Lewis Stuart as senior VP, commercial operations. Mr. Stuart had served as VP, sales, since joining the company.

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

Dr. Peter R. YOUNG

Affymax Appoints VP, Research

Peter R. Young, Ph.D., has joined Affymax, Palo Alto, Calif., as VP, research. Dr. Young is responsible for leading the pipeline research and early development efforts at Affymax. Affymax is a biopharmaceutical company developing novel drugs to improve the treatment of serious and life-threatening conditions.

Dr. Young served as VP of biology at two biotechnology companies, Genelabs Technologies and Celera Genomics. He holds a B.A. and M.A. in chemistry from University of Oxford and a Ph.D. in molecular biology from the University of Pennsylvania.

Specialty **POOL**George **UY**

Spectrum Strengthens Management



Spectrum Pharmaceuticals, Irvine, Calif., has appointed George Uy as VP, marketing for oncology and urology drugs. Spectrum acquires, develops, and commercializes a diversified portfolio of oncology drug candidates.

Mr. Uy designs and implements marketing strategies for Spectrum's late-stage product candidates. Previously, he held positions at Abraxis Bioscience and Roche.

Dr. Tong **ZHANG**

EKR Therapeutics Appoints for Long-term Growth



EKR Therapeutics, Cedar Knolls, N.J., a specialty pharmaceutical company focused on advancing quality-of-care therapeutics in the acute setting, has named Tong Zhang, Ph.D., to the newly created position of

director of business development. Dr. Zhang is responsible for sourcing, evaluating, managing licensing and alliance deals, and interfacing with prospective investors. He received his Ph.D. in biology from Columbia University and a B.S. in biology from Wuhan University.

Emerging **POOL**Robert F. **BALTERA JR.**

Amira Pharmaceuticals Selects First CEO

Amira Pharmaceuticals, San Diego, a small-molecule pharmaceutical company focused on the discovery and development of compounds to treat inflammatory disease linked to the eicosanoid pathway, has appointed Robert F. Baltera Jr., as the company's first CEO.

Mr. Baltera joins Amira after 17 years with

Amgen. He has an MBA from the Anderson School at UCLA. He earned his bachelor's in microbiology and a master's in genetics from The Pennsylvania State University.

Dr. Elliott T. **BERGER**

BioCryst Appoints Senior VP of Regulatory Affairs

BioCryst Pharmaceuticals, Birmingham, Ala., has appointed Elliott T. Berger, Ph.D., as senior VP of regulatory affairs. BioCryst uses crystallography and structure-based drug design for the development of novel therapeutics to treat cancer, cardiovascular diseases, autoimmune diseases, and viral infections.

Dr. Berger plays an integral role in BioCryst's planned clinical research programs for treatments for influenza, leukemia and lymphoma, autoimmune diseases, and transplant rejection. Before he joined BioCryst, Dr. Berger was VP, regulatory affairs and quality assurance, head of global regulatory strategy at EMD Pharmaceuticals.

Dr. Berger earned his Ph.D. and M.S. in biometrics as well as his B.A. from Temple University.

Dr. John G. **FORT**

Pozen Names Chief Medical Officer

Pozen, Chapel Hill, N.C., a pharmaceutical company focused primarily on products for the treatment of acute and chronic pain and other pain-related conditions, has appointed John G. Fort, M.D., as chief medical officer. Dr. Fort is responsible for managing the overall safety and monitoring of the company's clinical trials.

Dr. Fort was most recently employed at Adolor as VP, medical affairs. He received his M.D. from the University of Valencia Faculty of Medicine.

Dr. Martin I. **FREED**

Adnexus Therapeutics Appoints Chief Medical Officer

Adnexus Therapeutics, Waltham, Mass., has expanded its management team with the appointment of Martin I. Freed, M.D., F.A.C.P. as chief medical officer. Adnexus is focused on generating vital medicines through the discovery, development, and commercialization of a new therapeutic class of drugs, Adnectins.

Before joining Adnexus, Dr. Freed was chief medical officer at Vitae Pharmaceuticals. A Fellow of the American College of Physicians, Dr. Freed received his doctor of medicine from Pennsylvania State University College of Medicine and graduated magna

cum laude with a bachelor of arts from the University of Delaware.

Edward L. **JACOBS**

Semafore Names CEO

Drug discovery and development company Semafore Pharmaceuticals has appointed Edward L. Jacobs as president and CEO. Semafore, Indianapolis, is focused on small-molecule modulators of the PI3 Kinase (PI3K) and PTEN cell signaling pathways.

Mr. Jacobs joins Semafore from cancer drug developer SuperGen, where he was chief operating officer.

Agency **POOL**Brad **AUFDERHEIDE**Dr. Bruce **BENWAY**David **BRACA**Rachel **WILLIAMS**

HealthEd Appoints New Staff Members

HealthEd, Clark, N.J., a developer of patient education programs for pharmaceutical and healthcare marketers, has made several staff appointments. Brad Aufderheide joins HealthEd as VP of strategic services. Before joining HealthEd, he was a group account supervisor at Accel Health. Mr. Aufderheide holds a bachelor of science degree in biology from Cornell University and a master of public health in health and education from New York University.

HealthEd has named Bruce Benway, Ph.D., as associate creative director. Dr. Benway manages the creative development of copy for print and multimedia projects. Previously, he was the director of health literature services at LLNS. Dr. Benway holds both a master of arts and a Ph.D. in English from the University of California at Berkeley.

David Braca has joined HealthEd as director of business development. Before joining HealthEd, he was the director of strategic marketing and business development at Edward Newland Associates. Mr. Braca holds a bachelor of science in marketing and management from Monmouth University.

Rachel Williams has been named director, group copy supervisor. Before joining HealthEd, she was the director of editorial services at Eden Communications Group.

Ms. Williams holds a bachelor of arts in communications and psychology from Douglass College, Rutgers University, and a master of arts in English and comparative literature from Fairleigh Dickinson University.

Priya **BHUTANI**

Abby **FERGUSON**

Derek **HARRINGTON**

MedPoint Hires and Promotes

MedPoint Communications, Evanston, Ill., a provider of communications and e-media services, has hired and promoted several account management team members.

Priya Bhutani was named business development executive. She holds a master of science in biomedical engineering from the University of Illinois of Chicago and a bachelor of science in biomedical engineering from the University of Illinois at Urbana-Champaign.

Abby Ferguson has joined MedPoint as a project manager. Ms. Ferguson served as a sales representative for Johnson & Johnson, Ortho McNeil Pharmaceuticals. She holds a B.S. in health appraisal from Miami of Ohio.



Derek Harrington has been promoted to senior art director at the company. Mr. Harrington holds a bachelor of arts in graphic design from Columbia College and a fine arts degree from Joliet Junior College.

Nancy **DRESCHER**

Mylene **RICHARDSON**

AbelsonTaylor Names New Hires



Seton Hall University.

Nancy Drescher has returned to independently owned healthcare agency AbelsonTaylor, Chicago, as VP, account director. Ms. Drescher oversees accounts in the antifungal category. She graduated summa cum laude from



from Indiana University in Bloomington.

Mylene Richardson has joined AbelsonTaylor as account supervisor for a product in the diabetes category. Ms. Richardson, 35, comes to AbelsonTaylor from Discovery Chicago. She holds a B.S. in management in public affairs

Kris **FILAN**

Rick **HIRSCH**

Elizabeth **UPTON**

RTCRM Senior-Level Management Added and Promoted



RTC Relationship Marketing (RTCRM), Washington, D.C., a direct marketing agency, has hired Kris Filan as senior VP/group account director. She joins RTCRM from Harte-Hanks. Ms. Filan is a graduate of Boston College.



Rick Hirsch has been promoted to senior VP/account director focusing on Abbott. Previously, he was VP/account director at RTCRM.



RTCRM has hired Elizabeth Upton as senior VP/group account director. Ms. Upton's efforts are focused on marketing healthcare brands to women. She joins RTCRM from Corbett Healthcare Group. Ms.

Upton is a graduate of Duke University.

Doug **JUNG**

Staff Promotions at Pinnacle

Specialty marketing communications firm Pinnacle Health Communications, Doylestown, Pa., has promoted Doug Jung to VP, creative director. Mr. Jung has been with Pinnacle for two years.

Julie **MONROID**

Euro RSCG Life MetaMax Expands Healthcare Leadership



Julie Monroid has joined Euro RSCG Life, New York, a healthcare communications network, as executive VP, managing director of Euro RSCG Life MetaMax.

Ms. Monroid comes to Euro RSCG Life MetaMax from Cline, Davis & Mann where she was senior VP, group managing director.

Meade **RUBENSTEIN**

Quinnie **WONG**

GráficaGroup Promotes Staff

GráficaGroup has promoted Meade Rubenstein to chief operating officer and Quinnie Wong to chief marketing officer. GráficaGroup, Chester, N.J., is a full-service, fully integrated agency.

Mr. Rubenstein is responsible for the overall management and profitability of the seven operating departments of GráficaGroup. He holds a bachelor of science from California State University at Hayward.

Ms. Wong focuses on identifying, initiating, and developing new business opportunities and partnership alliances for the company. Ms. Wong earned a B.A. in language studies from Wellesley College.

Dr. Kara **ULMER**

Arista Names Director of Training and Quality Assurance



Arista Marketing, Bluebell, Pa., a Publicis Healthcare Communications Group company and provider of real-time remote prescriber dialogue, has promoted Kara Ulmer, Pharm.D., to director of training and quality assurance. Dr. Ulmer manages all aspects of training inside healthcare representatives as well as management of quality assurance processes, including developing and implementing QA programs and coordinating on-site training. She was previously a clinical consultant.

Dr. Ulmer is a graduate of Temple University and holds a Doctor of Pharmacy degree.

Consulting **POOL**

Adel **AL-SALEH**

Kevin **KNIGHTLY**

IMS Health Names EMEA President and Senior VP, Business Line Management

IMS Health, a global provider of market intelligence, has named Adel Al-Saleh as president for Europe, the Middle East, and Africa.

Mr. Al-Saleh is responsible for IMS opera-



tions in more than 50 countries. He joined IMS, Norwalk, Conn., in January 2007 as senior VP, sales and major markets. Previously, he spent 19 years with IBM.

IMS has appointed Kevin Knightly senior VP, business line management. Mr. Knightly is responsible for leading IMS's business lines, including salesforce effectiveness, portfolio optimization, and launch and brand management. In addition, he drives IMS's emerging payer solutions initiative.



CRO POOL

Dr. Susan ATKINSON

PPD Names Senior VP of Global Biostatistics and Data Management

Global CRO PPD, Wilmington, N.C., has promoted Susan Atkinson, Ph.D., to senior VP of global biostatistics and data management. PPD provides discovery, development, and post-approval services.

Dr. Atkinson provides strategic direction for the company's global biostatistics and data management business.

She joined PPD in 1991 and, most recently, she oversaw Phase I-IV biostatistics, programming, and data management for PPD's U.S. operations. Dr. Atkinson holds a doctorate and master's degree in biostatistics and a bachelor's in public health (biostatistics) from the University of North Carolina at Chapel Hill.

Dr. David A. FITTS

Chris NOWELL

New Appointments at Premier



Premier Research, Philadelphia, an international pharmaceutical services group and solutions-driven CRO, has appointed David A. Fitts, MPH, Ph.D., as executive director, biostatistics. Dr. Fitts is responsible for the

operations, strategic planning, management oversight, and development of all biostatistics and programming functions in the United States. Most recently, Dr. Fitts was VP, global biostatistics and data sciences at EMD Pharmaceuticals.



Premier has appointed Chris Nowell as VP, clinical trial management, for the international division. Mr. Nowell is responsible for strategic leadership, development of standards, systems, processes, and training.

Before joining Premier, Mr. Nowell was director of project management at Quintiles. He has a B.Sc. honors degree in applied biological sciences from Manchester, U.K.

Dr. Timothy FORSEY

Dr. Thomas B. SMITH

Kendle Appoints Specialists

Timothy Forsey, Ph.D., is the latest to join the global CRO Kendle, Cincinnati. Kendle has appointed Dr. Forsey as principal regulatory affairs consultant.

Dr. Forsey previously served as head of biologicals and the biotechnology unit for The Medicines and Healthcare products Regulatory Agency (MHRA). He earned a doctorate in microbiology from the University of London and a bachelor of science in microbiology from the University of Surrey.



Kendle has appointed Thomas B. Smith, M.D., as VP, medical affairs, to lead the global medical affairs organization. Dr. Smith was, most recently, global medical director for Kendle. He earned a medical degree from Indiana University School of Medicine and a bachelor of science from Purdue University.

Vincent LAGROTERRIA

Bilcare Names Team Leader



Bilcare, Phoenixville, Pa., a global clinical services firm, has appointed Vincent Lagroterria as VP, global sales and marketing. Before joining Bilcare, Mr. Lagroterria was VP, global business development for Charles River Laboratories. He has a B.S. in business administration from Towson University and an MBA from Loyola College of Maryland.

Sean Alan READE

Pharm-Olam Selects VP, Global Regulatory Affairs

Sean Alan Reade has joined Pharm-Olam, Houston, as VP of global regulatory affairs. Most recently, Mr. Reade was director of regulatory affairs for PPD.

He holds an M.A. in pharmacology from Boston University School of Medicine and received advanced graduate training in pharmacokinetics at the Philadelphia College of Pharmacy and Science.

Media POOL

Gary FALCETANO

Quadrant HealthCom Promotes

Quadrant HealthCom, Parsippany, N.J., a publisher of 12 medical journals, has named Gary Falcetano group publisher for *Clinician Reviews*, *Emergency Medicine*, and *Urgent Care*. Previously, Mr. Falcetano sold continuing medical education programs in the nurse practitioner and physician marketplaces. He graduated from Hahnemann University in Philadelphia.

Ingrid SWAN

New Hire at MediZine

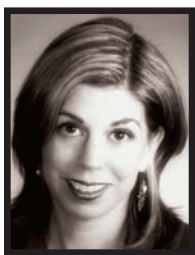
Preparing for future growth, MediZine has named Ingrid Swan as VP, general manager. MediZine, New York, provides consumer health education through its integrated, cross-platform programs. Ms. Swan oversees all the pricing for MediZine's products and she is responsible for compensation and the general management of the company. Previously, Ms. Swan worked with Hachette's *Elle* magazine as business director.

Medical Education POOL

Sally SHANKLAND

CMPMedica Names U.S. CEO

CMPMedica, London, a global provider of healthcare information and education, has pro-



promotional business unit.

moted Sally Shankland to CEO of CMPMedica U.S. She oversees all U.S. CMPMedica businesses and the development and execution of strategic initiatives. She was formerly senior VP of CMPMedica's U.S.

Service POOL

Todd **ARMSTRONG**

CMI Promotes



Todd Armstrong has been promoted to associate director, media strategies, at CMI, King of Prussia, Pa., an advertising media and promotions planning organization. Mr. Armstrong is responsible for overseeing

the CMI Philadelphia office staff. Previously, he was assistant media planner at CMI.

Kevin **BOUCHER**

TGaS Advisors Selects Director of Analytics and Outreach

TGaS Advisors, East Norriton, Pa., has appointed Kevin Boucher as director of analytics and outreach, expanding its team of specialists in collaborative benchmarking for commercial operations in the pharmaceutical and biopharmaceutical industry.

Before joining TGaS, Mr. Boucher was executive director of business development for Health Products Research. He received his bachelor's in mathematics/computer science from Wesleyan University and his MBA from MIT's Sloan School of Management.

Jacob A. **KLERMAN**

Abt Names Principal Associate



Jacob A. Klerman has joined Abt Associates, Cambridge, Mass., as a principal associate in the social and economic policy division. Abt Associates applies scientific research, technical assistance, and consulting

expertise. Before joining Abt, Mr. Klerman was with the Rand Corp. He received his M.A. in economics from the University of Chicago, and a B.S. in economics-applied mathematics from Brown University.

Theresa **LUKEY**

PMG Welcomes VP, Strategic Consulting Services



Theresa Lukey has joined the Patient Marketing Group as VP, strategic consulting services. Patient Marketing Group, Princeton, N.J., is a marketing services firm specializing in patient relationship marketing.

Before joining PMG, Ms. Lukey was VP, interactive services, at Ferrara & Company. She received an MBA from Baruch College and has a bachelor's in communications from Seton Hall University.

Erica **PROWISOR**

Acurian Appoints Director of Direct Marketing

Acurian, Horsham, Pa., a provider of patient recruitment solutions, has hired Erica Prowisor as director of direct marketing. Ms. Prowisor is responsible for increasing the size of Acurian's opted-in patient database and leads the effort to increase Acurian's database footprint, both therapeutically and geographically.

Most recently, Ms. Prowisor was director of marketing for GMAC Mortgage. She holds an MBA in marketing and finance from Wilkes University and a bachelor's from Penn State University.

Technology POOL

Peter **BENTON**

etriaals Chooses Interim Chief Operating Officer



etriaals Worldwide, Morrisville, N.C., a provider of e-clinical solutions, has appointed Peter Benton as interim chief operating officer.

Mr. Benton is responsible for managing all clinical operations, sup-

port, and application development teams. Mr. Benton holds a bachelor's degree in mechanical engineering from Northeastern University and an MBA in finance and strategy from the Wharton School at the University of Pennsylvania.

Richard **FITCHEN**

Rene **LARRO**

Ali **TORE**

Ariel **ZACH**

Model N Adds and Promotes Senior Leadership

Model N, Redwood Shores, Calif., a revenue management solutions company, has expanded the executive management team



Leading the team as general manager of high tech is Richard Fitchen. Previously, Mr. Fitchen served as chief operating officer, SCP Worldwide Operations. He holds an MBA from the University of Michigan and a B.S. in mechanical engineering from the University of California at Berkeley.



Rene Larro's promotion to VP of core product management gives him responsibility for overall product strategy. He joined Model N in 2001 as the original product manager in life sciences.



Model N Cofounder Ali Tore has been promoted to VP, life-sciences product management. Mr. Tore is responsible for Model N's life-sciences revenue management application suite.



Ariel Zach joins Model N as VP of product development. Previously, he directed all corporate engineering and managed several R&D initiatives for Hyperion Solutions' data integration product line.

He holds a B.S. in mathematics and computer science from Bar-Ilan University. ♦

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