



► PHARMA POOL

SCOTT HUNTER

SHIRE NAMES MARKETING DIRECTOR OF OPHTHALMICS BUSINESS



Scott Hunter has been appointed as marketing director of the newly formed ophthalmics business at Shire.

Mr. Hunter brings more than 12 years of eye care industry experience focused on therapies spanning ocular inflammation and pain, bacterial conjunctivitis, glaucoma, and uveitis.

Before joining Shire, he served as director of marketing at Bausch + Lomb, Inc. where he was responsible for the Lotemax franchise and successfully launching top-selling anti-inflammatory therapies Prolensa and Lotemax Gel.

► BIOPHARMA POOL

ANNE WHITAKER

SYNTA PHARMACEUTICALS NAMES PRESIDENT AND CEO



Synta Pharmaceuticals Corp., a biopharmaceutical company focused on discovering, developing, and commercializing small molecule drugs to extend and enhance the lives of patients with severe medical conditions, including cancer and chronic inflammatory diseases, has named Anne Whitaker as president and CEO.

Ms. Whitaker has more than 20 years of experience in the pharmaceutical industry, principally at GlaxoSmithKline and Sanofi including, most recently, the role of president, North America Pharmaceuticals, at Sanofi.

► AGENCY POOL

ELIZABETH CARTWRIGHT

TANIKA CRAIG

MARY LAKE

LAUREN RAUTIOLA

JB ASHTIN GROUP ENHANCES TEAM



The JB Ashtin Group has named Elizabeth Cartwright, Pharm.D., in the scientific services department as a senior scientific writer. Ms. Cartwright brings more than 17 years of experience as a biomedical research scientist and medical writer



to the team. Before joining JB Ashtin, she was a manager/editor with Tier1 Group and a medical writer with Bio-expertise Inc.



Tanika Craig has joined the agency as director, client services. Most recently, she was an account director for GA Communications Group.



Mary Lake comes to JB Ashtin with 14 years of experience in marketing, sales, promotions, and business operations. She is charged with developing marketing strategies at the agency. Previously, she was a territory manager for Salix Pharmaceuticals Inc.

Lauren Rautiola joins JB Ashtin as publications coordinator. Before joining the agency, she was a project manager at Aastrom Biosciences.

JAY GEIPEL

LOU IOVINO

LAURA JORDAN

GREG LIBRIZZI

EVAN YOUNG

DUDNYK STRENGTHENS TEAM



Jay Geipel joins Dudnyk as VP, account director. Most recently he was at Saatchi & Saatchi, where he led the brand launches of Coreg CR and Torisel.



Industry veteran and oncology guru Lou Iovino has joined Dudnyk as director of client services. Mr. Iovino has spent the last 12 years leading account teams at top healthcare agencies. In his various roles as agency VP, managing director, and senior vice president, he has led account teams to ensure executional excellence and optimal financial management.



Laura Jordan brings more than 15 years of pharmaceutical marketing experience to her role as VP, account director, at Dudnyk, having worked on the agency side in global and domestic account leadership roles.



Greg Librizzi joins the agency as an associate creative director. He has 20 years of experience in the advertising industry, and has won numerous industry awards and received various client accolades.



With more than a decade of experience in healthcare communications, with a focus on pharmaceutical creative direction, copywriting, and professional medical writing, editing and publishing, Evan Young joins Dudnyk as associate creative director.

BEN INGERSOLL

GHG APPOINTS CHIEF CREATIVE OFFICER



Grey Healthcare Group recently named Ben Ingersoll as the new managing partner, chief creative officer for the agency. Before joining the agency,

Mr. Ingersoll served as partner and creative director for Cline Davis & Mann, where he was responsible for several global healthcare brands. He has more than 25 years of healthcare creative experience across multiple companies and therapeutic areas.

As the new chief creative office at GHG, he is responsible for all U.S. creative operations, including copy, art, editorial, and studio. He also oversees collaboration among the agency's global creative directors in London and Sydney to unify GHG's creative point of view.

► SERVICE POOL

GLENN KEET

CLINOVO APPOINTS NEW CEO



Glenn Keet joins Clinovo as the new CEO. He brings 30 years of experience in the healthcare IT industry to the CRO.

Simultaneously, Founder Ale Gicqueau transitioned into the role of president and chairman.

Before joining Clinovo, Mr. Keet spearheaded business development for Optum's Health Care Cloud, focusing on cultivating the ecosystem of providers, developers, and consumers.

► TECHNOLOGY POOL

CLAREECE WEST

MEDNET APPOINTS CHIEF OPERATING OFFICER



MedNet Solutions, a global life sciences technology company specializing in clinical study management systems, has named M. Clareece West chief operating officer.

Ms. West, who has more than 25 years of experience, is responsible for MedNet's day-to-day operating activities, driving revenue and sales growth, operational efficiency and quality product/service delivery. **PV**



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► **BIOTECH POOL****W. THOMAS AMICK****DENDREON NAMES PRESIDENT AND CEO**

Dendreon, a biotechnology company whose mission is to target cancer and transform lives through the discovery, development, commercialization, and manufacturing of novel therapeutics, has appointed W. Thomas Amick as president and CEO. Mr. Amick brings to Dendreon significant experience within the pharmaceutical and life-sciences industry. Most recently from 2010 to 2012, he served as chairman and CEO of Discovery Labs, a specialty biotechnology company.

► **BIOPHARMA POOL****DR. ARTHUR BERTOLINO****REVANCE THERAPEUTICS APPOINTS CHIEF MEDICAL OFFICER**

Revanche Therapeutics, a biopharmaceutical company developing botulinum toxin products for use in aesthetic and therapeutic indications, has appointed Arthur Bertolino as executive VP and chief medical officer. Dr. Bertolino, a board certified dermatologist and seasoned dermatology industry executive, has almost 30 years of experience, including more than 13 years in global biotechnology and pharmaceutical drug development. In addition, he has substantial clinical and regulatory experience across dermatology, including hyperhidrosis, psoriasis, and hair growth.

He most recently served as VP of dermatology for Novartis Institutes for Biomedical Research (NIBR).

Dr. Mark DE ROSCH**Dr. Brad MARONI****AKEBIA THERAPEUTICS EXPANDS MANAGEMENT TEAM**

Akebia Therapeutics, a biopharmaceutical company focused on harnessing the potential of hypoxia-inducible factor (HIF) biology to develop and commercialize novel therapeutics to treat kidney disease, has named Mark De Rosch, Ph.D., VP, regulatory affairs, and Brad Maroni, M.D., senior VP and chief medical officer.

Mark De Rosch, Ph.D., brings more than two decades of experience guiding global regulatory strategies for clinical, nonclinical, and chemistry,

manufacturing and controls (CMC) in multiple therapeutic areas including renal, hemophilia, autoimmune, pulmonary and oncology/hematology, among others. Most recently, Dr. De Rosch served as VP, regulatory drugs/biologics and head, U.S. operations for Voisin Consulting Life Sciences.

Dr. Brad Maroni, most recently served as VP, medical research at Biogen Idec. Before that role, Dr. Maroni served as chief medical officer of Stromedix, until the company was acquired by Biogen Idec in 2012.

DR. MARK SCHWARTZ**GALENA NAMES PRESIDENT AND CEO**

Galena Biopharma a biopharmaceutical company developing and commercializing targeted oncology treatments that address major medical needs across the full spectrum of cancer care, has appointed Mark Schwartz, Ph.D., has been appointed as president and CEO.

Dr. Schwartz was previously Galena's executive VP and chief operating officer.

► **BIOTECH POOL****DR. ADRIAN SENDEROWICZ****IGNYTA APPOINTS CHIEF MEDICAL OFFICER**

Ignyta Inc., an oncology precision medicine biotechnology company, has appointed Adrian Senderowicz, M.D., as chief medical officer and senior VP, clinical development and regulatory affairs.

Dr. Senderowicz was most recently VP, global regulatory oncology at Sanofi, a position he held from September 2013 to August 2014. At Sanofi, Dr. Senderowicz oversaw the global Sanofi oncology portfolio, including 17 new molecular entities and about 250 ongoing oncology and transplant protocols.

► **CRO POOL****HENRY LEVY****PPD ADDS CUSTOMER-FOCUSED STRATEGIC LEADER TO DRIVE CLIENT SUCCESS**

PPD has appointed Henry Levy as executive VP of

client development and commercial services. He leads PPD's customer-facing teams to optimize strategies and deliver results through cross-functional collaboration across the full range of clinical research services.

Mr. Levy joined PPD from Accenture, where for the past 21 years he built a strong reputation helping biopharmaceutical clients define and deliver on high-performance strategies.

► **AGENCY POOL****ANGELO CAMPANO****CARLA EDMUNDS****GINA MAGGI****MICHAEL MALONEY****OGILVY COMMONHEALTH WORLDWIDE TEAM MOVING FORWARD IN NY**

Angelo Campano has been promoted from consultant to senior consultant, marketing analytics and consulting/multichannel marketing at Ogilvy Healthworld in New York. Mr. Campano's new responsibilities include working with clients to develop marketing and program strategies based on organizational and brand objectives, customer insights, brand stewardship, and marketplace intelligence. He has been with the company for four years.

Carla Edmunds has been promoted from senior media planner to media supervisor. Ms. Edmunds' new position will focus on providing clients with multichannel media recommendations, managing day-to-day responsibilities for media campaigns, and reporting on metrics. She has been with Ogilvy CommonHealth Medical Media for six years.

With Ogilvy Healthworld for less than a year, Gina Maggi has been promoted from analyst to senior analyst. Her new role focuses on measuring multichannel marketing campaign effectiveness.

Michael Maloney has been elevated from associate creative director to VP, associate creative director. His new responsibilities as VP include leading the creative team in concepting, creating, and implementing both digital and print projects.

Mr. Maloney also works with the account leads and project management to ensure that online and offline deliverables go out on time and on budget. **PV**

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