

Pharma POOL

Michael J. **DUBOIS**

Jeffrey A. **WINTON**

Schering-Plough Announces VP
Appointments



Schering-Plough, Kenilworth, N.J., has appointed Michael J. DuBois senior VP of global licensing. In this role, Mr. DuBois, 56, is responsible for the acquisition of new products discovered outside Schering-Plough's laboratories to complement the activities of the company's internal drug-discovery programs.

Before joining Schering-Plough, he served as senior VP of global licensing at Pharmacia.

Mr. DuBois holds bachelor of science degrees in chemistry and pharmacy from Rutgers and a MBA from the Rutgers Graduate School of Management.

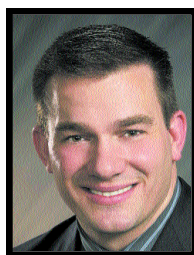


Jeffrey A. Winton has been named group VP of global communications. In this role, Mr. Winton, 45, is responsible for worldwide corporate internal and external communications. He also is establishing an integrated product communications group that provides nonadvertising strategies and implementation support for all the company's products.

Before joining Schering-Plough, Mr. Winton served as VP of global public relations at Pharmacia. He holds a bachelor of science degree with distinction in life sciences from Cornell University.

Kurt **GRAVES**

Novartis Pharma Appoints
Chief Marketing Officer



Novartis Pharma, Basel, Switzerland, has appointed Kurt Graves chief marketing officer, head of global marketing, sales, and primary care and mature product franchises.

Since September 2002, Mr. Graves had been senior VP and general manager for the U.S. commercial operations for Novartis Pharmaceuticals, where he played a key role in improving the U.S. organization's performance. Mr. Graves' new role is to help the company continue to build an increasingly competitive global marketing and sales function and to achieve a sustainable leadership position.

Mr. Graves joined Novartis Pharmaceuticals in January 1999 as VP and business unit head of the respiratory, gastrointestinal, bone, and dermatology business in the United States.

He holds a bachelor of science degree in biology from Hillsdale College.

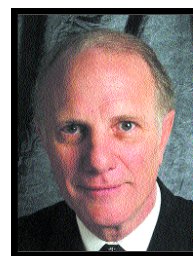
Dr. James **MANUSO**

Dr. Joseph **RUBINFELD**

SuperGen Announces Retirement
and Transition Plan for CEO

SuperGen, Dublin, Calif., has appointed James Manuso, Ph.D., as chairman and CEO effective Jan. 1, 2004. Dr. Manuso replaces Joseph Rubinfeld, Ph.D., cofounder, chairman, and CEO, who is retiring.

In the transition period, Dr. Manuso serves as a full-time consultant to the company, which is dedicated to the development and commercialization of products to treat life-



threatening diseases, particularly cancer.

Dr. Manuso is cofounder and immediate past president and CEO of Galenica Pharmaceuticals, where he continues to serve as a member of the board. He is a cofounder and was a general partner of PrimeTech Partners, a biotechnology venture-management company, and managing general partner of The Channel Group, a corporate advisory firm. Dr. Manuso also serves on the board of Symbionics, which he cofounded as vice chairman and chief business officer.

Dr. Manuso earned a B.A. with honors in economics and chemistry from New York University, a Ph.D. in experimental psychophysiology from The Graduate Faculty of the New School University, a certificate in healthcare management from Harvard Business School, and an executive MBA from Columbia Business School.

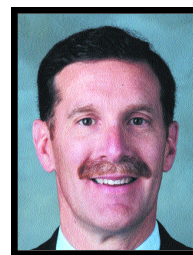


Dr. Rubinfeld will assume the post of chairman emeritus and continue as a board member. He received a Ph.D. in chemistry and a M.A. in chemistry from Columbia University, and a B.S. in chemistry from C.C.N.Y.

Joseph M.

NEMMERS JR.

Abbott Names Executive to Lead
Worldwide Diagnostics Business



Joseph M. Nemmers Jr. has been named senior VP of diagnostic operations at Abbott Laboratories, Abbott Park, Ill.

Mr. Nemmers, 48, who joined Abbott in 1980, most recently served as VP of global commercial operations, diagnostics. He has held a number of management positions in commercial operations, manufacturing, and materials management during his 23 years at Abbott. He holds a bachelor's degree in history from Arizona State University.

Yoichi

NISHINAKAMURA

OMRI Names Chairman and CEO

Yoichi Nishinakamura has been appointed chairman and CEO of Otsuka Maryland



Research Institute (OMRI), Rockville, Md., the U.S. clinical research and development subsidiary of Otsuka America, a U.S. holding company of Tokyo-based Otsuka Pharmaceutical Co. (OPC).

Mr. Nishinakamura brings extensive experience in clinical research and development, pharmacovigilance, and pharmaceutical product marketing, gained during the course of his more than 30 years of employment with OPC in Japan. He also holds the office of president and chief operating officer of OMRI.

He has a bachelor of science degree, with a major in applied microbiological research in agricultural chemistry, from Kagoshima University.

Dr. Robert B. **STEIN**

President of Roche
Palo Alto Named



Roche Palo Alto has appointed Robert B. Stein, M.D., Ph.D., as president. Dr. Stein succeeds James N. Woody, M.D., Ph.D., who is leaving the company after seven years in this position. Roche Palo Alto is

focused on the discovery and early clinical development of new medicines to treat arthritis, respiratory diseases, CNS disorders, genitourinary disorders, and viral diseases.

Dr. Stein joins Roche from Incyte, where he was president and chief scientific officer. Dr. Stein has spent more than 20 years in the pharmaceutical and biotechnology industries, having started his career in 1982 at Merck Laboratories. He has participated in the discovery and development of six marketed medicines.

After receiving undergraduate degrees in biology and chemistry from Indiana University, Dr. Stein studied at Duke University where he received a Ph.D. in physiology and pharmacology and a M.D. He is board certified in anatomic and clinical pathology.

Jessica Leigh **STOLTENBERG**

Wyeth Appoints VP, Corporate
Communications

Wyeth, Collegeville, Pa., has named Jessica Leigh Stoltenberg to the position of VP of corporate communications. In her new position, Ms. Stoltenberg oversees Wyeth's global

public-relations and communications functions, including marketing communications programs, issues management, internal communications, product publicity, and media relations.

Ms. Stoltenberg, 48, has joined Wyeth from Medtronic, where she served as VP of global public and media relations since 1999 and director of corporate communications since 1996. She received a bachelor of arts degree, cum laude, from Baylor University.

Biotech **POOL**

Frederick N. **MATTHEWS**

GenSci Names North American VP,
Marketing and Sales

GenSci Regeneration Sciences has appointed Frederick N. Matthews as VP of marketing and sales for North America and NAFTA countries. The appointment of Mr. Matthews is expected to strengthen the commercial organization of the proposed combination of IsoTis, Lausanne, Switzerland, and GenSci, Toronto. The two companies are in the final stage of their proposed merger.

During the past three years as manager of GenSci's eastern U.S. sales territory, Mr. Matthews was instrumental in developing an independent sales organization, achieving company leading sales levels for 2001, 2002, and 2003 by hiring, training, and motivating independent distributors of orthopedic and spinal-surgery implant products.

Mr. Matthews, who joined GenSci in late 2000, holds a MBA from The American Graduate School of International Management.

Dr. Richard **SHELLER** Dr. Marc

TESSIER-LAVIGNE

Genentech Fills Senior
Research Positions

Genentech has promoted Richard Scheller, Ph.D., to executive VP of research and Marc Tessier-Lavigne, Ph.D., has been appointed senior VP of research drug discovery. Genentech, South San Francisco, Calif., is a biotechnology company that discovers, develops, manufactures, and commercializes biotherapeutics.

Dr. Scheller, 49, is responsible for setting strategy for Genentech's research and drug-

discovery activities and leads the company's research organization of 500 researchers. Dr. Scheller, a cell and molecular biologist, chairs Genentech's research review committee and is a member of the executive committee. He joined Genentech in 2001 as senior VP of research.

He holds a doctorate in chemistry from the California Institute of Technology where he also was a postdoctoral fellow, division of biology. He also was a postdoctoral fellow at Columbia University, College of Physicians & Surgeons. He received a bachelor's degree in biochemistry from the University of Wisconsin, Madison.

Dr. Tessier-Lavigne, 43, joins Genentech from Stanford University, where he was the Susan B. Ford Professor in the School of Humanities and Sciences, as well as a professor of biological sciences and a professor of neurology and neurological sciences.

In this newly created position, Dr. Tessier-Lavigne is responsible for managing Genentech's portfolio of drug-discovery projects. He oversees the departments of molecular oncology, medicinal chemistry, molecular biology, and physiology.

He received a bachelor's degree in physics from McGill University in Montreal, a bachelor's degree in philosophy and physiology from Oxford University, and a doctorate in physiology from University College London.

Biopharmaceutical **POOL**

William **CIAMBRONE**

Kerry A. **FLYNN**

Adi **MOHANTY**

Dr. David D.

PENDERGAST

TKT Announces Management
Promotions

Transkaryotic Therapies (TKT), Cambridge, Mass., a biopharmaceutical company that develops therapeutics for the treatment of rare genetic diseases caused by protein deficiencies, has promoted William Ciambone to VP of



quality, Kerry A. Flynn to VP of business development, Adi Mohanty to VP of manufacturing, and David D. Pendergast, Ph.D., to executive VP and chief operating officer.

Mr. Ciambone is responsible for the man-

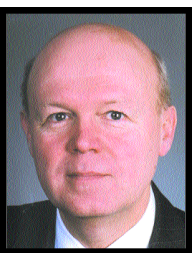
agement of quality assurance, quality control, validation, environmental health and safety, and quality systems. Before joining TKT in 2001, Mr. Ciambrone was director of quality at North Safety Products. He has a B.A. in biology from St. Anselm College.



Ms. Flynn has overall responsibility for evaluating strategic business opportunities, including out-licensing products developed using the company's gene-activation and gene-therapy technologies as well as evaluating potential opportunities for in-licensing products and technologies. Before joining TKT, Ms. Flynn was chief intellectual property counsel at Cubist Pharmaceuticals. Ms. Flynn has a J.D. from Western New England College School of Law and a B.A. in biology from Smith College.



In his new role, Mr. Mohanty has overall responsibility for manufacturing operations, including the expansion of TKT's manufacturing plant into a multiproduct facility. Before joining TKT in 2002 as senior director of manufacturing, Mr. Mohanty worked at Baxter Bioscience. He has a bachelor's degree in chemical engineering from REC Trichy in India, a M.S. in chemical engineering from Clarkson University, and a MBA from St. Mary's College.



Dr. Pendergast, who was promoted from executive VP of operations to his newly created position, has overall responsibility for TKT's research, product development, manufacturing, and quality functions. Dr. Pendergast has more than 25 years of pharmaceutical and biotechnology experience. Before joining TKT in 2002, he served as VP of product development and quality at Biogen. Dr. Pendergast received a B.A. from Western Michigan University and a M.S. and Ph.D. from the University of Wisconsin.

Dr. Terrance C. **COYNE**

Encysive Appoints
Chief Medical Officer

Terrance C. Coyne, M.D., has been named chief medical officer, VP of clinical development, at Encysive Pharmaceuticals, Bellaire, Texas, a biopharmaceutical company focused on the discovery, development, and commercialization of novel drugs.

Dr. Coyne is responsible for overseeing the advancement of the company's drug candidates.

His immediate challenge is to complete the Phase III clinical trials and lead the compilation and filing of the NDA for Encysive's lead product, sitaxsentan, an endothelin antagonist for pulmonary arterial hypertension.

Dr. Coyne, 57, has more than 25 years of experience in drug development having served recently as senior VP, chief medical and regulatory officer, at Metaphore Pharmaceuticals.

He received his bachelor's degree and medical degree from the University of Wisconsin.

Dr. Fredrik **HENELL**

ZymoGenetics Appoints Leader
for Business Development Efforts

Fredrik P. Henell, M.D., Ph.D., has joined ZymoGenetics as senior VP of business development. Seattle-based ZymoGenetics is a biopharmaceutical company focused on therapeutic proteins. Dr. Henell has 20 years of business development experience in the pharmaceutical and biotechnology industries, most recently having served as VP of business development/mergers and acquisitions with Pharmacia.

Dr. Henell received a MBA from the Stockholm School of Economics, and a M.D. and a Ph.D. from the Karolinska Institute.

Guy **MACDONALD**

Idenix Names Executive VP of
Operations

Guy Macdonald has been named executive VP of operations, Idenix Pharmaceuticals, Cambridge, Mass., a biopharmaceutical company engaged in the discovery and development of drugs for the treatment of human viral and other infectious diseases. In his new position, he oversees the implementation of Idenix's commercialization strategy.

Mr. Macdonald has more than 20 years of global pharmaceutical experience with Merck, most recently as VP of anti-infectives. During his tenure at Merck, he directed the prelaunch and launch activities for five anti-infective products and was instrumental in leading the global business strategy for the HIV franchise.

Specialty **POOL**

Anne M. **FIELDS**

Mark S. **SPIERS**

Executive Appointments Bolster
MedPointe's Management Team

MedPointe, a specialty pharmaceutical com-

pany focusing on respiratory, allergy, CNS, cough/cold, and pediatric products, has named Anne M. Fields as VP of field sales. Ms. Fields, 45, joins MedPointe, Somerset, N.J., after a 19-year career at Schering-Plough. In her most recent position as VP, sales, she was responsible for leading a 1,500-representative primary-care U.S. field force.

Mark S. Spiers has been named senior VP of commercial operations. From 2001 until Pfizer's acquisition of Pharmacia, Mr. Spiers, 50, served as Pharmacia's group VP and president of North American operations, responsible for the company's \$7.5 billion U.S. and Canadian pharmaceuticals business with direct oversight of sales, sales operations, managed care, distribution, training, IT, and e-channel business.

Dr. Thorsten **VON STEIN**

NeurogesX Names
Chief Medical Officer



NeurogesX has promoted Thorsten von Stein, M.D., Ph.D., to chief medical officer. NeurogesX, San Diego, is a specialty pharmaceutical company focused on the development of products for the treatment of nerve-signaling disorders. Dr. von Stein, who joined NeurogesX in 2001 as VP of clinical development, assumes responsibility for all medical aspects of the company's strategy and operations. Before joining NeurogesX, he was director of medical research at Roche Pharmaceuticals.

Dr. von Stein received his M.D. from the University of Munich, and a Ph.D. in computer science from the University of Hamburg.

Device/Diagnostic **POOL**

Dr. Geoffrey V.F. **SEAMAN**

Dr. Thomas F.

ZIMMERMAN

Rapid Bio Tests Appoints
New President

Rapid Bio Tests has announced that Geoffrey V.F. Seaman, Ph.D., who is resigning as president, has been appointed chairman of the board in addition to his duties as CEO and director. Rapid Bio Tests, Springfield, Ore., develops rapid diagnostic testing technology platforms.

Dr. Seaman has more than 30 years of experience in the development and production of a variety of diagnostic test platforms. He earned his doctorate in biophysics from Cambridge University.

Thomas F. Zimmerman, Ph.D., has been named as director and president. Dr. Zimmerman has authored numerous papers and made scientific presentations on a range of topics related to medical education, healthcare, and the role of technology. He has extensive international experience in Europe, Russia, Mexico, and South America; he served for several years as medical-education consultant to the World Medical Association. He received his doctorate in psychology from the University of Oregon.

Generic POOL

Lawrence ROSENTHAL

Andrx Names President of Generic Division

Andrx, Davie, Fla., has promoted Lawrence Rosenthal to the position of president of Andrx Pharmaceuticals, responsible for generic operations. Mr. Rosenthal joined Andrx in January 1999 as executive VP of sales and marketing of Andrx Pharmaceuticals. Before joining Andrx, Mr. Rosenthal was employed for 12 years by Teva Pharmaceuticals USA, last serving as VP of sales and marketing. Mr. Rosenthal also is a member of the board of directors of the Generic Pharmaceutical Association.

Discovery POOL

Eric L. DOBMEIER

Seattle Genetics Promotion Fills VP, Corporate Affairs Position



Seattle Genetics has promoted Eric L. Dobmeier, J.D., to VP of corporate affairs. Mr. Dobmeier also retains the title of general counsel, a position he has held since joining the company in March 2002. Seattle Genetics, Bothell, Wash., discovers and develops monoclonal antibody-based therapeutics to treat cancer and other human diseases.

As VP of corporate affairs and general counsel, Mr. Dobmeier continues to manage Seattle

Genetics' legal affairs. In addition, he oversees the company's investor-relations, public-relations, and business-development activities.

Before joining Seattle Genetics, Mr. Dobmeier was with the law firms of Venture Law Group and Heller Ehrman White & McAuliffe.

Mr. Dobmeier received his law degree from Boalt Hall School of Law, University of California, Berkeley, and his undergraduate degree from Princeton University.

Dr. John A. KELLER

Dr. Richard LEVY

Incyte Announces Senior Management Additions

John A. Keller, Ph.D., has joined Incyte as executive VP and chief business officer, a new position. Incyte, Palo Alto, Calif., is a drug-discovery company that is using its expertise in genomics, medicinal chemistry, and molecular, cellular, and *in vivo* biology to discover and develop novel therapeutics.

Previously, Dr. Keller had been with GlaxoSmithKline since its formation in 2001 and with SmithKline Beecham since 1987. In his most recent position as VP of business development at GSK, he was directly involved in establishing numerous product licensing agreements with companies based in the United States, Europe, and Japan.

Dr. Keller received his B.A. in biology from Johns Hopkins University and his Ph.D. in microbiology from Rutgers University.



In addition, Incyte has appointed Richard Levy, M.D., as senior VP of drug development.

Most recently, Dr. Levy served as VP of biologic therapies at Celgene where he was responsible for clinical development and reg-

ulatory affairs for the cellular therapeutics division.

Emerging POOL

Andrew REDDICK

Halsey Pharmaceuticals Selects President and CEO

Halsey Pharmaceuticals has named Andrew Reddick president and CEO. Halsey Pharmaceuticals, Rockford, Ill., together with its subsidiaries, is an emerging pharmaceutical company specializing in innovative drug development.

Previously, Mr. Reddick served as chief operating officer and senior VP of commercial operations for Adolor. He holds a B.A. in biology from the University of California at Santa Barbara and a MBA from Duke University.

Dr. Joseph FEDER

Dr. Mitchell SEYEDIN

Isto Technologies Names President and CEO

Isto Technologies has appointed Mitchell Seyedin, Ph.D., to succeed Joseph Feder, Ph.D., as president and CEO. Isto Technologies, St. Louis, is an emerging biotechnology company that is developing advanced therapeutics for the repair, replacement, and regeneration of musculoskeletal tissue. Dr. Feder, who served in this position since cofounding Isto Technologies in 1997, continues as chairman.

Most recently, Dr. Seyedin was cofounder, president, and CEO of CBYON, a medical technology company.

Dr. Seyedin received an undergraduate degree in chemistry from the University of Wisconsin, and a Ph.D. in biological chemistry from the University of South Carolina. He also was a postdoctoral research fellow at the University of California, Berkeley.

CRO POOL

Susan M. FLINT

James R. WESTON

Cato Research Expands and Adds Key Senior Executives

Cato Research, a contract research organization based in Research Triangle Park, N.C., has opened an office in Waltham, Mass., and added two members to its senior-management team, Susan M. Flint and James R. Weston.



Ms. Flint has joined Cato Research as VP of drug development, bringing more than 25 years of experience in regulatory submissions and clinical trials, including previous positions as VP of regulatory affairs and clinical operations of EPIX Medical, director of clinical trials at Advanced Magnetics, and director of regulatory affairs at DuPont Pharmaceuticals.

Mr. Weston joins Cato Research as VP of corporate and regulatory strategy and manag-

ing director of the Waltham office. He most recently served as VP of government affairs and strategic policy of Biopure.

James T. **OGLE**

INC Research Appoints CEO

INC Research, Raleigh, N.C., a global contract-research organization specializing in CNS and oncology clinical research and data services, has appointed James T. Ogle CEO and a member of the board.

Mr. Ogle brings nearly two decades of experience as a senior executive in the global pharmaceutical contract-services sector. Previously, he headed Quintiles Product Development Group, an international CRO, as president and chief operating officer.

Service **POOL**

Steven K. **BUDD**

President of PDI Global Sales and Marketing Services Appointed



PDI, a healthcare sales and marketing company focused on the biopharmaceutical and medical devices and diagnostics industries, has promoted Steven K. Budd to PDI president of global sales and marketing services.

In this newly created role, Mr. Budd has responsibility for the outsourced salesforce solutions businesses of PDI, Upper Saddle River, N.J., including all contract teams, the company's medical-education unit, and TVG, the marketing research unit. He also assumes responsibility from Charles Saldarini, PDI's vice chairman and CEO for strategic planning, business development, and account development for global sales and marketing services.

In addition, Mr. Budd assumes responsibility for the global relationship with In2Focus, a U.K.-based contract sales organization, with which PDI has a minority ownership position. Mr. Budd replaces Mr. Saldarini as a member of the In2Focus board.

Charesse **COLEMAN**

Dawn-Marie **LIZZUL**

The Patient Marketing Group Announces Promotions and Hire

The Patient Marketing Group, Penning-

ton, N.J., a marketing-solutions company, has promoted Charesse Coleman from team leader program implementation to supervisor, implementation services. She was hired in June 2000 as a customer-service representative.

Dawn-Marie Lizzul has been hired as an account executive. Previously, she was a senior media planner at Pfizer. She received her bachelor of arts degree from Iona College.

Matt **CONNOR**

RTC Relationship Marketing Names Executive Creative Director

RTC Relationship Marketing (RTC), a WPP Group agency, has named Matt Connor executive creative director. A veteran of both direct and branding campaigns, Mr. Connor is well versed at tailoring relevant messages to different customer segments. Mr. Connor is responsible for building the Washington, D.C., company's creative excellence and reputation, and providing strategic leadership to the agency's clients.

Mr. Connor joins RTC from Digitas, where he most recently served as VP, creative director. He earned his degree from Dartmouth College.

Sheli **GUPTA**

Dendrite Names Head of CRM Center

Dendrite Group President Sheli Gupta has been named VP and general manager of Dendrite's recently established the CRM Center of Excellence at its Norcross, Ga., facility.

Dendrite International Inc., Morristown, N.J., develops and delivers sales, marketing, and clinical-process solutions for pharmaceutical and other life-sciences clients. The new center provides services using software applications developed internally or by third parties.

Mr. Gupta previously was cofounder and former CEO of SAI, which is now a Dendrite business unit.

Nancy **MOODY**

Jill **SIMMS**

PharmaStrat Adds Staff to Meet Expanding Client Needs

PharmaStrat, a provider of market-research services located in Flemington, N.J., has appointed Nancy Moody, MBA, as senior director of market research. In this role, she is responsible for the design and implementation of strategic research projects and analytic services in the areas of marketing, managed care, and pricing. Before joining PharmaStrat, she spent 13 years at GlaxoSmithKline, recently as manager of managed-markets research.

Ms. Moody earned a MBA from Meredith College and a B.S. in applied mathematics, with minors in business and computer science, from Appalachian State University.

Jill Simms has been named as a research analyst to assist with multiple details of client projects.

Ms. Simms earned a B.A. in clinical counseling from Moravian University.

Dr. Lili Fox **VÉLEZ**

Health Process Management Names Research Scientist



Health Process Management, a data management and analytics company under the inChord Communications' umbrella, has named Lili Fox Vélez, Ph.D., as research scientist. In this role, she is responsible for reviewing

the scientific literature, contextual issues, and marketing opportunities for clients.

She joins HPM, Doylestown, Pa., from CoMed Communications, a VoxMedica company, where she served as senior medical writer.

Dr. Vélez holds a doctorate in rhetoric and a master's degree in English from Carnegie Mellon University. She holds a bachelor's degree in English from Arcadia University.

Medical-Education **POOL**

David **BARRATT**

ApotheCom Europe Appoints Managing Director



ApotheCom Europe, the London-based office of ApotheCom Associates, has appointed David Barratt as managing director. ApotheCom, Yardley, Pa., a global medical-communications company, is a member of AXIS Health-

care Communications. Most recently, Mr. Barratt was at Adis International, where he was general manager for the United Kingdom, Scandinavia, and Switzerland.

Jacqueline **RUKA**

Phoenix Marketing Solutions Names VP of Sales and Marketing

Jacqueline Ruka, a 13-year veteran of the



pharmaceutical and hospital arena, has been named VP of sales and marketing at Phoenix Marketing Solutions, Warren, N.J., a medical-education company that specializes in customized programs for the healthcare industry.

She is responsible for new business development and assisting clients in the development of new e-solutions strategies and tactics.

Ms. Ruka most recently was clinical-education manager for Pharmacia/Pfizer's arthritis and pain division. Before that she worked as an institutional and specialty sales representative for Bristol-Myers Squibb.

Ms. Ruka holds a B.S. in psychology from Roger Williams University and was trained as a psychotherapist specializing in art therapy at Hahnemann University and Medical School.



Nicole Dupuis has been hired as an associate sales director. For the past five years she was at Empire Blue Cross/Well-Choice. Before that she worked as a sales representative for Novartis Pharmaceuticals and Adams Laboratories.



William J. Glah III has been hired as senior sales director. Previously, he had been a senior vaccine sales representative at GlaxoSmithKline.



Dean T. Reid has been named VP of sales and marketing. Mr. Reid had been with GlaxoSmithKline for 17 years employed in various sales and marketing positions, most recently as the regional sales director of the vaccine division.



John Ross has been promoted to group director of project management. He has been with the organization for a year. Previously, he was the owner/president of Healthcare News Monitor.

Technology/Web POOL

Dr. Andrew **GARLING**

Michael **KOEHLER**

Medical Learning Company
Names President and Business
Development VP



The Medical Learning Company (MLCI), an interactive learning technology company, has appointed Andrew Garling, M.D., MBA, as president. Dr. Garling is charged with directing all of MLCI's online testing,

training, and education efforts for the healthcare market.

Dr. Garling has more than 30 years of clinical and operational management experience. He is based in the company's Wellesley Hills, Mass., headquarters and leads the company's senior-management team.

Before joining MLCI, Dr. Garling was senior VP and chief medical officer at AdvancePCS, a pharmacy benefits management company.

Dr. Garling earned his M.D. from Harvard Medical School, his MBA from the Goizueta Business School at Emory University, and his B.A. from Yale University. He is board certified in emergency medicine.

MLCI also has appointed Michael Koehler as VP of business development. Mr. Koehler brings to MLCI more than 30 years of sales, marketing, and management experience in media marketing. He is based in the Philadelphia region, and his primary objective is to expand and develop sales of online CME programs on MLCI's flagship physician site, familypractice.com.

Before joining MLCI, Mr. Koehler was publisher of *PA Today*, a journal serving the physician assistant market. Mr. Koehler holds a MBA from Widener University.

Maria **MILLAN**

Dr. Ronald K. **MILLER**

Conceptis Adds to Staff

Conceptis Technologies, a Montreal-based company that produces vertical portals for medical information, has announced two new hires and has expanded to new offices in Fords, N.J.

Maria Millan has been named to the position of senior project manager at Conceptis' N.J. office. Ms. Millan is responsible for client service on key corporate accounts, including

Consulting POOL

Sal **COFONI**

Christina **DROUKAS**

Nicole **DUPUIS**

William C. **GLAH III**

Dean T. **REID**

John **ROSS**

Emron Adds to Staff

Staff additions and promotions have been announced at Emron, a managed healthcare marketing, communications, training, and consulting firm. Formerly a subsidiary of IMS Health, the Wayne, N.J., company recently became a privately held company.



Sal Cofoni has been promoted to executive VP and general manager. In this new role, he oversees both the operations and sales and marketing groups. Mr. Cofoni has been with the organization for two years as VP of operations and then chief operating officer. Before joining Emron, he spent 22 years at Roche Laboratories in various sales and marketing positions.

Christina Droukas has been named assistant VP of sales. She spent the past four years with Market Measures/Cozint as an associate VP of managed markets/healthcare customer research.

Chantal **BEAUDRY**

Jeannine **MEDEIROS**

Euro RSCG Life NRP Expands
Senior Management Team

Chantal Beaudry and Jeannine Medeiros have joined Euro RSCG Life NRP, a global health consultancy that develops and drives integrated communications solutions. The company is part of Euro RSCG Worldwide.

Ms. Beaudry joins the team in the company's New York headquarters as VP. She is charged with spearheading the U.S. prelaunch and launch program for duloxetine, a stress urinary incontinence product, on behalf of Lilly and Boehringer Ingelheim. She is part of the integration team to service the global business.

She most recently was VP at Ruder Finn where she launched Zelnorm and managed the ABC's of IBS campaign.

Ms. Medeiros has been appointed to the position of VP in the San Francisco office to manage the corporate investor and public-relations business for its pharmaceutical, biotechnology, and other healthcare clients. Ms. Medeiros most recently was director of investor and public relations for Maxygen.

Guidant, GlaxoSmithKline, and Ortho-McNeil Pharmaceutical.

Ms. Millan is a graduate of Rutgers University. Most recently, she was a project manager at M2 Communications.

Ronald K. Miller, Ph.D., has joined Concepts as VP of scientific affairs. Most recently, Dr. Miller had positions at Physicians World and Accel Healthcare Communications, working in the educational and communications arena. Dr. Miller began his career at Schering-Plough in the research division, moved to international marketing for several years before applying his skills to building advocacy and developing an educational platform for the launch of the company's asthma product line.



Health in Primary Care and Women's Health in Primary Care — Gynecology. The Clinicians Group, Bloomfield, N.J., is the medical publishing arm of Jobson, a healthcare communications company.

Ms. Macaluso is responsible for ad space sales and specialized educational programs for the majority of the *Women's Health in Primary Care* and *Women's Health in Primary Care — Gynecology* accounts.

Before joining *Women's Health in Primary Care*, she represented Pharmacia both as a women's health and musculoskeletal specialist.

Association POOL

Michael J. WERNER

BIO Fills Chief of Policy Position

Biotechnology Industry Organization (BIO) has promoted Michael J. Werner, Esq., as chief of policy. BIO, Washington, D.C., represents more than 1,000 biotechnology companies, academic institutions, state biotechnology centers, and related organizations in all 50 U.S. states and 33 countries. Mr. Werner formerly was BIO's VP of bioethics, a position he had held since November 2001.

Mr. Werner has more than 17 years of experience in health law and policy. Before coming to BIO, Mr. Werner spent six years as counsel for legislation and policy for the American College of Physicians (ACP). During his tenure there, he performed legal analyses as well as congressional and regulatory advocacy on a variety of issues.

Before working at ACP, Mr. Werner was a senior health advisor to former U.S. Senate Majority Leader George Mitchell. Additionally, Mr. Werner served for several years as a senior advisor to former Maryland Governor William Donald Schaefer.

Media POOL

Holly MACALUSO

The Clinicians Group Adds to Sales Staff

Holly Macaluso has joined The Clinicians Group as national sales manager of *Women's*

Agency POOL

Karen ANGELUCCI

Monica

BLAKE-MACINTOSH

Jeff DEGENSHEIN

Jenny DU

Gregory FRASER

Melissa GREEN

KATRINCIC

Ilana GROSSMAN

Lisa TORRIERI

Ashish VERMA

Medical Broadcasting Company Adds to Staff

Medical Broadcasting Company (MBC), a Philadelphia-based healthcare marketing agency, has announced additions to its staff.

Karen Angelucci has been named account manager. She has rejoined MBC from Danaher Motion.

Monica Blake-MacIntosh has joined the company as senior project manager. Previously she was a freelancer.

Jeff Degenshein has been named VP, creative director. He most recently was creative director at Totzis Communications.

Jenny Du has joined the agency as associate, new business development.

Gregory Fraser has joined the agency's staff as director of business strategy. Previously he

was an account manager with FitzGerald Communications.

Melissa Green Katrincic has been named director of program management. She was a relationship manager at Euro RSCG Healthview.

Ilana Grossman has been named director of business strategy. Previously she was a senior associate at Boston Consulting Group.

Lisa Torrieri has been named senior designer, having previously been a freelancer.

Ashish Verma, formerly director of user experience at Ya Ya, has joined the company as associate creative director.

J. Shanley COOKE

Anna Maria ECHEVERRI

Barbara FILION

Tiffany HANDSHOE

Jacqueline MELSON

Edward MILLER

Karen ZOLNOWSKI

Healthworld Announces New Hires

Healthworld Communications Group, New York, an international communications organization, has announced several key hires across various departments.

J. Shanley Cooke has joined the agency as an account executive from Robert A. Becker Euro RSCG, where she was an account executive.

Anna Maria Echeverri, VP, group account supervisor, helps lead marketing efforts to the professional medical community, after having served as account group supervisor at Sudler & Hennessey.

Barbara Filion has also joined Healthworld's professional division as a senior account executive. Ms. Filion had been a senior account executive at KPR.

In the creative department, Tiffany Handshoe has joined as an art director, coming from her position as senior designer at c-change.

Also joining Healthworld as a senior account executive is Jacqueline Melson, who directs medical-education activities. Previously she served as a senior account executive at Euro RSCG Healthview.

Edward Miller has joined the agency's production operations as senior production manager. He previously served as freelancer on projects for Bozell Worldwide and Draftworldwide.

Karen Zolnowski joins Healthworld as publications manager working in the medical-education division. She previously was a copy editor for Nature Publishing Group.

Melanie **DIMURO**

Colette **DOLAN**

Conectics Groups Announces
Two New Hires

The Conectics Group, CommonHealth's digital development, research, and media-planning services unit, has announced the addition of two new hires to its media-planning department.

Melanie DiMuro has joined Conectics, Parsippany, N.J., as an assistant media planner. Previously, Ms. DiMuro was an account coordinator for Giovatto Advertising.

Colette Dolan has joined the agency as a media planner. Ms. Dolan previously was a media planner with Doremus Advertising.

John **DEATS**

GSW Hires PR Executive



Gerbig, Snell/Weisheimer (GSW), Columbus, Ohio, an independent healthcare advertising agency, has hired John Deats as executive VP to head the agency's public-relations practice. The addition of Mr. Deats

enables GSW to expand its PR capabilities and resources.

Mr. Deats is responsible for developing new PR accounts for the agency, overseeing the agency's Columbus, Ohio, and New York public-relations teams, and providing insights for current advertising and marketing accounts. Mr. Deats is based in GSW's New York office.

Mr. Deats has joined GSW with almost 25 years of PR experience. Most recently, he served as managing director of the U.S. Healthcare business at PR21

He holds a master's degree in journalism from the University of Missouri and a bachelor's degree in journalism from Louisiana State University.

Dorian **DEMSKI**

Kathleen Casey

KRAFTON

Staff Additions and Promotions
Announced at Adient

Adient, a CommonHealth professional advertising and promotion division located in Wayne, N.J., has announced staff changes. CommonHealth is a leading healthcare-com-

munications company and a WPP Group company.

Dorian Demski has been promoted to assistant art director from traffic coordinator. In this new role, Mr. Demski supports the unit's senior art staff in all aspects of creative development, from conception through production.



Kathleen Casey Krafton has joined Adient's staff as an editor. Ms. Krafton is responsible for verifying the accuracy of all facts, references, grammar, style, and spelling in client materials.

Before becoming a full-time employee, she was a freelance writer and editor for several healthcare advertising agencies, including Adient.

Tara **D'ANDREA**

Integrated Communications
Appoints Group Account
Supervisor

Tara D'Andrea has joined the account management team at Integrated Communications as a group account supervisor on CardioVations, a unit of Ethicon, a Johnson & Johnson company.

Integrated Communications, Parsippany, N.J., is the flagship unit of Lowe Healthcare, a unit of Lowe & Partners Worldwide, a member of the Partnership Unit of the Interpublic Group of Companies.

Ms. D'Andrea brings to Integrated more than seven years of experience in account management, in the areas of endocrinology, women's health, and central nervous system disorders.

She joins the agency from sister Interpublic agency, Torre Lazur Communications, where she was a group account supervisor working on Aventis' insulin product Lantus.

Ms. D'Andrea has a B.A. in business and marketing from State University of New York at Plattsburgh and a MBA in information technology from Iona College.

Rafael **HOLGUIN**

Jeff **VERSES**

Y Expands with New Hires

Y, a New York-based inChord Communications' company that offers strategic consulting and branding services, is continuing its growth by adding a brand hallmark design division and two new employees to its agency ranks.

Rafael Holguin has been named VP/design director. He is responsible for creating and



leading the development of all branding hallmark designs for Y clients, including logos, icons, color palettes, and identity standards. Additionally, he is responsible for building the branding design division and man-

aging its growth.

Mr. Holguin joins Y with more than 15 years of design experience. He most recently served as principal/creative director at Arismendi Knox, where his responsibilities included creating brandmarks and corporate identity systems, providing creative direction, assisting in business development efforts, and managing creative and production teams.



Another addition to the Y staff is Jeff Verses, who has been named branding coordinator.

He is responsible for the day-to-day support for all branding assignments, as well as assisting with proposals, presentations, workshops, and new business.

Mr. Verses most recently served as account administrator at Ipsos-ASI Advertising Research Company, where he was responsible for creating presentations for clients and worked on key marketing strategies for clients.

He holds a bachelor's degree in advertising from Syracuse University.

Gina **PETTARIS**

Quantum Group Adds to
Creative Team



The Quantum Group, Parsippany, N.J., CommonHealth's advertising agency dedicated exclusively to building consumer healthcare brands, has added Gina Pettaris to its creative team.

CommonHealth is a healthcare-communications company and a WPP Group company.

Ms. Pettaris has joined The Quantum Group as a senior art director. In this role, she oversees the development and production of print and television advertising for her assigned accounts.

Most recently, Ms. Pettaris was employed as a senior art director with TBWA/Chiat/Day.

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