

Pharma POOL

Robert **BOISCLAIR**

Dr. Richard **BOWLES**

Steve **CHELLEVOLD**

Mary-Frances **FARAJI**

Brent **SAUNDERS**

Schering-Plough Announces
Senior-Level Management Changes

Schering-Plough, Kenilworth, N.J., has made senior-level management changes.

Robert Boisclair has been appointed senior VP of global supply chain. Mr. Boisclair most recently was senior VP of manufacturing, the Americas, at Merck. Mr. Boisclair graduated with a B.S. in chemical engineering from the University of Rhode Island.

Steve Chellevold, formerly head of manufacturing, has been named chairman of the global supply chain, with responsibility for long-term supply-chain strategy.

Richard Bowles, Ph.D., former head of quality, has been promoted to senior VP of global quality operations. In addition to his quality operations oversight responsibilities, Dr. Bowles continues to focus on ensuring that the company meets its FDA consent decree obligations.

Mary-Frances Faraji as been named VP of global product communications and advocacy development in support of all of the company's products on a worldwide basis. Before joining Schering-Plough, Ms. Faraji served as senior director, public relations, at Pfizer. Ms. Faraji holds a bachelor of arts degree, magna cum laude, from Tulane University.

Brent Saunders has been named senior VP of global compliance and business practices.

Mr. Saunders' responsibilities include the development of global standards, training, and enforcement programs for compliance in all areas of the company, including manufacturing, R&D programs, clinical trials, and sales and marketing. He also is responsible for the implementation of privacy policies for customers, patients, employees, and other stakeholders. He joins Schering-Plough from PricewaterhouseCoopers where he led the firm's compliance business advisory services group. Mr. Saunders earned a J.D. from the Temple University School of Law, a MBA from the Temple University School of Business and Management, and he graduated with a B.A. in economics from the University of Pittsburgh.

Biotech POOL

Dr. Vishva **DIXIT**

Diane **PARKS**

Genentech Announces Senior
Appointments

Genentech, South San Francisco, Calif., has made two senior appointments in the company's commercial operations and research organizations. Diane Parks has been promoted to senior VP and general manager, specialty biotherapeutics and managed care, and Vishva Dixit, M.D., has been promoted to VP, research, molecular oncology.

Ms. Parks, 50, joined the biotechnology company in 1999 as VP of marketing and later served as VP of managed care and commercial operations. In January 2002, she was named VP of specialty biotherapeutics and commercial operations, leading one of the two commercial business units for Genentech.

In her new position, Ms. Parks continues to

lead three business franchises — immunology, vascular medicine, and specialty therapeutics — while continuing to lead Genentech's managed-care division.

Before joining Genentech, Ms. Parks held several positions at Marion Laboratories, now Aventis. She holds a bachelor's degree from Kansas State University and a MBA from Georgia State University.

Dr. Dixit, 47, joined Genentech in 1997 as the director of the molecular oncology department and was promoted to senior director in 2000. He has been responsible for overseeing the research programs focused on understanding the biology of cancer and discovering novel oncology therapeutics. Dr. Dixit continues to supervise Genentech's molecular oncology research program and move projects into the drug-development pipeline.

Before joining Genentech, Dr. Dixit was a professor in the Department of Pathology at the University of Michigan Medical School. Dr. Dixit continues to teach as an adjunct professor in the Department of Pharmaceutical Chemistry at the University of California, San Francisco.

He received his medical degree from the University of Nairobi in Nairobi, Kenya. He completed his internship at Kenyatta National Hospital before finishing his residency in medicine at the Barnes Hospital at the Washington University School of Medicine.

Dr. H. Christian **FIBIGER**

Dr. Paul G. **PEARSON**

Amgen Names VPs to
Lead Research Efforts

Amgen, Thousand Oaks, Calif., has named H. Christian Fibiger, Ph.D., as VP and global therapeutic area head for neuroscience research, and Paul G. Pearson, Ph.D., as VP of pharmacokinetics and drug metabolism (PKDM).



Dr. Fibiger joined the biotechnology company, from Lilly, where he served as VP of neuroscience discovery research and clinical investigation, and VP, Lilly Research Laboratories, Europe.



Dr. Fibiger holds a B.Sc. in chemistry and psychology from the University of Victoria, and a Ph.D. in psychopharmacology from Princeton University.

Dr. Pearson's role is to enhance Amgen's efforts across PKDM, especially

in early-stage drug discovery. Before joining Amgen, Dr. Pearson was executive director, preclinical drug metabolism, at Merck Research Laboratories where he was responsible for providing PKDM support for drug discovery and development programs.

Dr. Pearson received a B.Sc. in pharmacy and a Ph.D. in mechanistic drug metabolism and toxicology from Aston University, Birmingham, U.K.

Dr. Jo LENNARTZ

President and CEO Appointed at Diosynth Biotechnology



Jo Lennartz, Ph.D., has been appointed president and CEO of Diosynth Biotechnology, Research Triangle Park, N.C., a business unit of Akzo Nobel. He replaces Bob Salsmans, who retired in September.

Dr. Lennartz was president and general manager, Business Unit Resins, Akzo Nobel BV, in Bergen op Zoom, The Netherlands.

Dr. Lennartz received a Ph.D. in organic chemistry from the Technical University of Aachen, Germany.

Biopharmaceutical POOL

Dr. Victor RACZKOWSKI

Cephalon Appoints VP, Regulatory Affairs



Victor Raczkowski, M.D., MS, has joined Cephalon as VP of worldwide regulatory affairs, with responsibility for all regulatory aspects of drug development. Cephalon, West Chester, Pa., is an international biopharmaceutical company dedicated to the discovery, development, and marketing of innovative products to treat sleep and neurological disorders, cancer, and pain.

Dr. Raczkowski joins Cephalon from the FDA, where he served most recently as director of the Office of Drug Safety for the Center for Drug Evaluation and Research (CDER). Before that, he held several director and deputy director positions in CDER and in the FDA's Center for Biologics Evaluation and Research. He began his career with the FDA in 1990.

He received a bachelor's degree in chem-

istry from Swarthmore College, his master of science degree in pharmacology from the University of Chicago, and his medical degree from Rush Medical College in Chicago. He also is board certified in pediatrics and pediatric cardiology.

Daniel G. WELCH

InterMune Announces Executive Management Changes



Daniel G. Welch has been appointed CEO and president of InterMune, Brisbane, Calif., a biopharmaceutical company focused on the applied research, development, and marketing of life-saving therapies for pulmonary, hepatic, and infectious diseases. Mr. Welch succeeds interim CEO, William R. Ringo, who remains chairman.

Most recently, Mr. Welch was chairman and CEO of Triangle Pharmaceuticals. Before joining Triangle, Mr. Welch was president of the pharmaceutical division of Elan. Mr. Welch also spent 13 years in senior management roles at Sanofi-Synthelabo and its predecessor companies Sanofi and Sterling Winthrop. He holds a MBA from the University of North Carolina and a BBA from the University of Miami.

Specialty POOL

Sundar KODIYALAM

Dr. Ralf ROSSKAMP

Kos Pharmaceuticals Broadens Leadership Team

Kos Pharmaceuticals, a fully integrated specialty pharmaceutical company engaged in developing, commercializing, manufacturing, and marketing prescription products for the treatment of chronic diseases, has appointed Sundar Kodiyalam as VP of business development and licensing, and Ralf Roskamp, M.D., as senior VP of research and development.

Mr. Kodiyalam is responsible for executing key business development and licensing initiatives for the Miami-based company, including in- and out-licensing of complementary products and the establishment of various development and commercialization partnerships. He most recently was VP of commercial development at Ortec International.

Mr. Kodiyalam holds a bachelor of science

in pharmacy from Madras University and a master of science in pharmaceutical administration from Ohio State University.

Dr. Roskamp is responsible for the discovery, development, and life-cycle management of new Kos products in addition to strengthening the company's existing product portfolio. He most recently was with Aventis Pharmaceuticals as VP, global therapeutic area of endocrinology, metabolism, rheumatology and bone, global clinical research and development.

Dr. Roskamp completed his medical studies at the University of Aachen, Berlin and Bonn, received his doctorate from the Medical Faculty of the University of Bonn, and his registration as a specialist in pediatrics from Dusseldorf, College of Physicians.

Drug Delivery POOL

Dr. Paul H. JOHNSON

Nastech Appoints Senior VP, R&D, and Chief Scientific Officer

Nastech Pharmaceutical, a drug-delivery company based in Bothell, Wash., has appointed Paul H. Johnson, Ph.D., senior VP of research and development and chief scientific officer.

Before joining Nastech, Dr. Johnson was VP of research and development and chief scientific officer at EpiGenX Pharmaceuticals

Dr. Johnson received a B.S. in biological sciences from the State University of New York, Buffalo, and a Ph.D. in biochemistry from the Roswell Park Cancer Institute (SUNY). Dr. Johnson is an author on numerous scientific papers and abstracts.

Device/Diagnostic POOL

Dr. Beverly H. LORELL

Guidant Creates Position to Lead Technology Development Strategy



Guidant has appointed Beverly H. Lorell, M.D., as VP, chief medical and technology officer. Guidant, Indianapolis, pioneers lifesaving technology for the treatment of cardiac and vascular disease.

Dr. Lorell is Professor of Medicine at Harvard

University Medical School and director, Program in Heart Failure, at Beth Israel Deaconess Medical Center. She also serves as a member of Beth Israel's interventional cardiology team.

Dr. Lorell received a bachelor of arts with distinction from Stanford University in 1971, and she earned her medical degree from Stanford University School of Medicine in 1975. She served as a medical intern and resident physician at Stanford University Hospital and completed clinical and research fellowships in cardiology at Massachusetts General Hospital and Harvard Medical School.



consulting services to the worldwide pharmaceutical, biotechnology, and medical-device industries. In her new role, Ms. Alexander oversees the company's worldwide corporate legal responsibilities, including general corporate and legal affairs as well as corporate governance-related activities.

Before joining Parexel, Ms. Alexander most recently served as general counsel and secretary at Iona Technologies.

She received her J.D. from Boston University School of Law and earned her bachelor of arts degree from Wellesley College.

Emerging POOL

Dr. Robin COOPER

Rigel Pharmaceuticals Appoints Senior VP, Pharmaceutical Sciences



Rigel Pharmaceuticals has named Robin Cooper, Ph.D., D.Sc., as senior VP of pharmaceutical sciences. Rigel, South San Francisco, Calif., develops novel, small-molecule drugs to meet large, unmet medical needs.

Dr. Cooper joins Rigel after an extensive career working with leading pharmaceutical and biotechnology companies. Dr. Cooper held various chemistry development research positions throughout his more than 30-year career at Eli Lilly.

Dr. Cooper earned his B.Sc. from Imperial College in London, where he graduated with honors. He received his Ph.D. in 1962 from Queen Mary College/Imperial College, followed by a year with Nobel Laureate Sir Derek Barton in London. He was awarded his D.Sc. by the University of London in 1985.

Kim M. BOERICKE

Dr. Malcolm FLETCHER

David E. WILLIAMS

INC Research Announces Executive Appointments

INC Research, a global contract research organization that specializes in central nervous system and oncology clinical research, has appointed Kim M. Boericke to VP of INC Oncology, Malcolm Fletcher, M.D., to chief medical officer, and David E. Williams to president and chief financial officer.

Ms. Boericke joined INC Research in August 2001 as director of project management. Ms. Boericke moved into the roles of senior director, global project management, and most recently as managing director of INC Oncology.

Since joining INC Research in 2000, Dr. Fletcher has served as senior director, CNS medical affairs. He has more than 20 years of experience in the pharmaceutical, biotech, and CRO industries, in addition to his years of clinical practice experience.

Mr. Williams joined INC Research, Raleigh, N.C., as VP and chief financial officer in November 2000 and has been responsible for key acquisitions, as well as securing new venture investments, which have allowed the company to pursue aggressive growth opportunities.

Before joining INC Research, Mr. Williams was chief financial and chief operating officer at Frey Media.

Dr. Gail MCINTYRE

PPD Names Senior VP, Research, PPD Discovery

PPD has named Gail McIntyre, Ph.D., senior VP of research for PPD Discovery, the company's drug-discovery subsidiary.

PPD, Wilmington, N.C., is a global provider of discovery and development services and products for pharmaceutical, biotechnology, and medical-device companies.

Dr. McIntyre has extensive experience in lead optimization, preclinical strategy, and early-product development.

She had previously been with PPD for five years. Before returning to PPD this past spring to serve as acting head of PPD Discovery, she was with 3 Dimensional Pharmaceuticals. While at 3 Dimensional, she directed the company's preclinical programs from lead optimization through investigational new drug application submission.

Dr. McIntyre holds master of science and doctorate degrees in both biochemistry and biophysics from the University of North Carolina at Chapel Hill and earned her undergraduate degree from Merrimack College.

Dr. Kevin T. ROLL

Dr. Cyndi L.

VERST-BRASCH

Kendle Promotion Creates Leadership Position for MAM&C Operating Unit

Kendle International, a full-service contract research organization based in Cincinnati, has promoted Kevin Roll, Pharm.D., to global executive director medical affairs, marketing and communications (MAM&C), and Cyndi L. Verst-Brasch, Pharm.D., M.S., to the newly created position of VP of global MAM&C.



Dr. Roll, who was formerly director, MAM&C, fills Dr. Verst-Brasch's vacated position. Dr. Roll has leadership responsibility for the design and conduct of Kendle's global Phase IIIb/IV trials.

Dr. Roll joined Kendle in October 2002 as director of medical affairs, marketing and communications, following eight years in medical and technical affairs with Procter & Gamble Pharmaceuticals.

Dr. Roll holds a doctorate and a bachelor of science in pharmacy from the University of Cincinnati.



In her new position, Dr. Verst-Brasch has executive leadership responsibility for Kendle's late-phase pharmaceutical product development service offerings, including the design and conduct of Phase IIIb/IV clinical tri-

CRO POOL

Susan H. ALEXANDER

Parexel Appoints Senior VP and General Counsel

Parexel International has appointed Susan Alexander to the position of senior VP and general counsel. Parexel, Waltham, Mass., a biopharmaceutical outsourcing organization, provides a broad range of knowledge-based contract research, medical marketing, and

als and scientific events, education, and publications services.

Dr. Verst-Brasch joined Kendle in 2002 from Procter & Gamble Pharmaceuticals, North American Medical and Technical Affairs, where she provided senior-level medical, technical, and marketing guidance to develop and/or maintain market-leading brands.

Dr. Verst-Brasch holds a doctorate and a bachelor of science in pharmacy from University of Cincinnati, a master of science from University of Illinois, and a B.S. in biological sciences from Northern Kentucky University.

Service POOL

Frank **BARRETT**

RxCrossroads Expands Senior Staff



RxCrossroads, Louisville, Ky., has expanded its senior-management team with the addition of Frank Barrett as director of program services. RxCrossroads is a healthcare commercialization services provider.

Mr. Barrett's responsibilities include directing a team of program managers, designing new product support programs, and participating in business development.

Mr. Barrett joins RxCrossroads with 13 years of healthcare finance and reimbursement management experience. Most recently he was responsible for providing managerial leadership of the product support programs for Centocor.

Barbara **CASE**

ClinPhone Hires Clinical Project Coordinator



ClinPhone has hired Barbara Case as a clinical project coordinator. Ms. Case is based in the Princeton, N.J., office of ClinPhone, which has global headquarters in Nottingham, U.K.

Before joining the clinical-trial solutions provider, Ms. Case worked at LabCorp for more than 25 years. Most recently, she held the position of project manager in the clinical-trials department, where she was responsible for setting up and managing trials.

Dr. Dennis R. **FOWLER**

Averion Appoints Chief Medical Officer

Averion has appointed Dennis R. Fowler, M.D., Ph.D., chief medical officer. Averion, Framingham, Mass., provides clinical trials support for biotech, pharmaceutical, and medical-device companies in the design, execution, and reporting of clinical trials.

In his new role, Dr. Fowler oversees the medical writing, clinical monitoring, and safety and surveillance functions and provides strategic direction for all clinical programs.

Dr. Fowler received his M.D. from Rush Medical College and completed his postgraduate medical education, including an internship and residency, at the Mayo Clinic. In addition, he obtained a Ph.D. in physiology at Rush Graduate College of Medicine.

Dr. Steven R. **PESKIN**

Pharmaceutical Research Plus Appoints CEO



Steven R. Peskin, M.D., MBA, FACP, has been appointed CEO of Pharmaceutical Research Plus (PRP), Severna Park, Md., a provider of clinical-trial support services. Before joining PRP, part of the HealthSTAR Communications network, Dr. Peskin was president of Nelson Managed Solutions.

Dr. Peskin has held clinical faculty appointments at Tufts-New England Medical Center, University of Texas Southwestern, University of Oklahoma, and currently at the University of Medicine and Dentistry of New Jersey.

After receiving his M.D. degree from Emory University School of Medicine in Atlanta and completing his internal medicine residency at St. Elizabeth's Hospital in Boston, Dr. Peskin obtained a MBA from the Sloan School of Management at MIT in Cambridge, Mass.

Mark **SENAK**

Fleishman-Hillard Expands Agency's Health Policy and Regulatory Expertise



Mark Senak has joined St. Louis-based Fleishman-Hillard as senior VP to build on the agency's expertise in health policy and legislative/regulatory affairs, with a particular focus on helping pharmaceutical clients prepare for

FDA advisory committee meetings. Based in Washington, D.C., Mr. Senak has 18 years experience, most recently serving as the national director of health policy at Manning, Selvage & Lee. He received his bachelor of arts degree from the University of Illinois and his law degree from Brooklyn Law School.

Medical-Education POOL

Emily **BASCA**

Medsn Names Area VP



Medsn, a medical-education, patient-education, and sales-training company, has appointed Emily Basca as an area VP, eastern region, to assist the company's pharmaceutical clients in the development of state-of-the-art

educational programs.

Ms. Basca joins Medsn, Culver City, Calif., from MES, an affiliate of Cardinal Health, where she served as senior director and VP of client services and project management.

Ms. Basca earned her B.S. in gerontology from St. John Fisher College in Rochester, N.Y., and her M.S. in gerontology from the University of Southern California. She is a member of the Healthcare Business Women's Association.

Michael A. **CASO**

Karen M. **OVERSTREET**

Jacqueline **ZUMMO**

Nexus Communications Announces Promotions and Staff Addition

Nexus Communications, a global healthcare communications and education company with expertise in thought-leader development, publication planning, and continuing medical education, has named Michael A. Caso, formerly president, as CEO and Karen M. Overstreet, EdD, RPh, FACME, formerly executive VP, as president.

As CEO, Mr. Caso is responsible for overall corporate, strategic, and financial planning, including opportunities for the creation of satellite offices in the United States and abroad. Mr. Caso is a



founder of Nexus Communications, North Wales, Pa. Previously he spent 22 years at Marion Laboratories/Marion Merrell Dow.

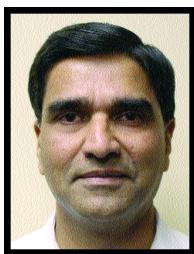


Part of Ms. Overstreet's responsibilities as president include ensuring financial growth and profitability and managing the day-to-day operations of Nexus. Ms. Overstreet has worked in medical education for 13 years in editorial, educational design, management, and business development capacities. She serves on the board of directors of the Alliance for Continuing Medical Education. She is president of the North American Association of Medical Education and Communication Companies.

Jacqueline Zummo has joined the Nexus team in the role of copy editor. Ms. Zummo has worked in the medical education arena for two years and holds a B.A. in English from Penn State University.

Dr. Ashok **HOSPATTANKAR**
Beverly Hicks **LAING**

Health Learning Systems Grows with Two New Hires



Health Learning Systems (HLS), Wayne, N.J., the founding medical-education unit of CommonHealth, a healthcare communications company, has appointed Ashok Hospattankar, Ph.D., as a medical writer. Previously, Dr. Hospattankar was a team leader and researcher for more than 15 years at Novartis Pharmaceuticals.



Beverly Hicks Laing joins HLS as meetings manager, coordinating the logistics for live event programs from conception to completion. Previously, she was with JTL Associates as a meeting and conference manager.

Kimberly **LEVY**
Executive VP Appointed at Synergy Healthcare Communications

Kimberly Levy has been appointed executive VP of Synergy Healthcare Communications, a medical-education company that specializes in scientific content development and managed markets. Ms. Levy, based in the Bed-



minster, N.J., office, is in charge of client operations and strategic direction.

Ms. Levy comes to Synergy following six years with Adair-Greene Healthcare Communications, where she was senior VP, managing director. Before joining Adair-Greene, she spent eight years in sales, marketing, and medical services for Solvay Pharmaceuticals.

She holds an undergraduate degree from the University of California at Davis and a M.S. in healthcare management from Mercer University. She is a member of the American College of Health Care Executives.

Consulting **POOL**

Marc **BENOFF**
IMS Adds to Global Consulting and Services Group



IMS Health, a provider of information and consulting solutions for the pharmaceutical industry, has named Marc Benoff director and practice leader, pricing and reimbursement, for the company's U.S.-based global consulting and services group.

Mr. Benoff joins IMS from Wyeth Pharmaceuticals where he served as director of commercial investment and pricing strategy.

Mr. Benoff holds a MBA from the University of Chicago and a B.A. in mathematical economics from Wesleyan University. He is based in the company's Blue Bell, Pa., office.

Frances E. **NOLAN**
Industry Expert Brings Extensive Experience to Taratec

Frances E. Nolan has been hired as VP, consultant, at Taratec, a life-sciences consultancy based in Bridgewater, N.J., that provides integrated business, information technology, and regulatory compliance services and products.

Most recently, Ms. Nolan was director and worldwide head of 21 CFR Part 11 for Pfizer Global R&D Informatics. She holds a B.S. in medical computer science from Downstate Medical Science and a MBA in pharmaceutical marketing from St. Joseph's University.

Technology/Web **POOL**

Steve **SHIHADAH**
Microsoft Names GM of Healthcare Industry Solutions Group

Microsoft, Redmond, Wash., has appointed Steve Shihadeh as general manager of the Healthcare Industry Solutions Group of the Commercial Sector. He is responsible for Microsoft's global healthcare strategy as well as marketing, services, and partner strategies in the health-plan, provider, and pharmaceutical customer segments.

Agency **POOL**

Amy **BERRY**
Becky **BODENNER**
Mark **CHRISTMYER**
Jeff **COOK**
Maggie **FORTIER**
Jim **HALL**
Carolyn **HOLLOWAY**
Kim **KRAUSE**
Tom **LEHMANN**
Bill **LUNSFORD**
Dr. Kathy **NELSON**
Peter **WOODROW**
Dorland Global Health Undergoes Massive Growth

Dorland Global Health Communications, Philadelphia, a full-service healthcare communications agency, has made several additions.

Amy Berry has joined Dorland Public Relations as account supervisor in the San Francisco office. Previously, she managed accounts for Chase-Roose Healthcare Communications.

Becky Bodenner has been promoted to creative director, copy. She assumes responsibility for the management and development of the agency's copywriters.

Mark Christmyer has been promoted to director of medical education. In addition to his role managing medical and scientific

affairs projects, he is developing a new agency-wide medical information system.

Jeff Cook has joined the agency as creative director, art. He is responsible for all art directors, visual media, and the agency studio. Mr. Cook previously was at 30 West Advertising.

Maggie Fortier joins Dorland as manager of visual services from BBDO New York.

Jim Hall has rejoined Dorland's creative resources department as associate creative director of copy after a five-year absence. He had been at Nelson Communications.

Carolyn Holloway has joined Dorland as traffic director from The Hal Lewis Group.

Kim Krause has joined Dorland Pharma as account supervisor from 30 West Advertising.

Tom Lehmann has been named interactive art director. Before coming to Dorland, he worked at TMX Interactive as an art director.

Bill Lunsford has joined Dorland's creative resources department as executive creative director. He shares creative responsibilities with Don Martiny, who recently was promoted to the same title. Mr. Lunsford had been president of the Weightman Group.

Kathy Nelson, Ph.D., has joined Dorland Pharma as VP, medical director. She previously was the associate director of scientific affairs at Interlink.

Peter Woodrow has returned to Dorland as group art supervisor. He had been at 30 West Advertising.

Jaime **BUTLER**

Michael **COSTELLO**

Neill **CURRIE**

Paul **HARRINGTON**

Jack **HYNDMAN**

Todd **LAROCHE**

Ken **MESSINGER**

Tammy **MYERS**

Michael **OSTERHOUT**

Nicholas **PARSLOW**

Julie **PRIDDLE**

Andy **SMITH**

Bonnie **STOFER**

Lee **WEST**

Palio Announces Staff Promotions

Palio Communications, a full-service advertising and communications agency located in

Saratoga Springs, N.Y., an inChord Communications company, has announced staff promotions.

Jaime Butler has been promoted to group art supervisor from senior art director. She joined Palio in 2002, and her primary accounts are GlaxoSmithKline oncology, Abbott Laboratories, and Purdue Pharma. Previously, she was a senior art director at Digitas. She holds a BFA from Syracuse University.

Michael Costello has been promoted to editor from assistant editor. He joined Palio in 2002, and his primary accounts are GlaxoSmithKline oncology, Nalge Nunc, and Cephalon. His previous experience includes positions as a production editor and freelance editor at Vantage Press. He holds a B.A. from State University of New York at Fredonia and a MFA from New School University.

Neill Currie has been named group copy supervisor from senior copywriter. Mr. Currie joined Palio in 2000, and his primary accounts are GlaxoSmithKline oncology and Nalge Nunc. He had been a senior copywriter at Winstanley Associates. He holds a B.S. from Middlebury College.

Paul Harrington has been promoted to senior VP, associate creative director, from group copy supervisor. Mr. Harrington joined Palio in 2002, and his primary accounts include GlaxoSmithKline, Times Union, and Abbott. He previously was senior VP, managing creative director at Rockett, Burkhead & Winslow. He holds a M.A. from the University of Rochester and a B.A. from Boston College.

Jack Hyndman has been promoted to senior VP, creative director of design, from senior VP, associate creative director. Mr. Hyndman joined Palio in 1999, and his primary accounts include GlaxoSmithKline oncology and acute care and Celgene. He previously was a principal in Hyndman Associates. He holds a BFA from Parsons School of Design.

Todd LaRoche has advanced to senior VP, creative director, from senior VP, associate creative director. Mr. LaRoche joined Palio in 2001, and his primary accounts include GlaxoSmithKline HIV and Cephalon. Previous experience includes positions as managing director/executive creative director at Context Integration. He has a B.A. in education from Yale College.

Ken Messinger has been promoted to senior VP, associate creative director, from group art supervisor. Mr. Messinger joined Palio in 2002, and his primary accounts are GlaxoSmithKline HIV and Times Union. Previously, he was VP/associate creative director at Bozell Global Healthcare. He holds a B.S. from the University of Delaware.

Tammy Myers has been named advertising designer from graphic designer. She joined Palio in 2002, and her primary accounts are GlaxoSmithKline oncology and Serono. Previ-

ously, she was a junior graphic designer at Panarama Designs. She holds a BFA from The College of Saint Rose.

Michael Osterhout has been promoted to advertising designer from graphic designer. He joined Palio in 2002, and his primary accounts are Cephalon and Purdue Pharma. He previously was an art director at Fairbrother and Co. He holds a B.S. from The College of Saint Rose.

Nicholas Parslow has been promoted to VP, associate creative director, from associate creative director. He joined Palio in 1999, and his primary account is GlaxoSmithKline HIV. His previous positions include principal/creative director at Turtle Island Design. He holds a B.A. from LaRoche College.

Julie Priddle has been promoted to senior account executive from account executive. She joined Palio in 2003, and her primary account is Cephalon. Previously, she was director of marketing and promotions at Candice Carpenter. She holds a B.A. from East Herts College.

Andy Smith has been promoted to senior VP, director of operations, from VP, director of operations. Mr. Smith joined Palio in 2002, and his primary account is GlaxoSmithKline HIV. Previously he was a managing director at Weiss Stagliano & Partners.

Bonnie Stofer has been named as senior VP, account director, from VP, account director. She joined Palio in 2000, and her primary accounts include Cephalon, Nalge Nunc, Abbott, and American Pharmaceutical Partners. Previously, she was director of account management at Buck & Pulleyn. She holds a B.S. from the University of Connecticut.

Lee West has been promoted to senior VP, associate creative director, from VP, associate creative director. He joined Palio in 1999, and his primary accounts are GlaxoSmithKline HIV, Cephalon, and SuperGen. Previously, he was an associate creative director at GE Corporate Marketing. He has a B.A. from Brown University.

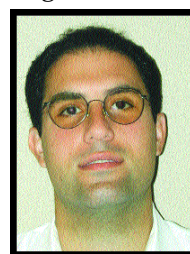
Gennaro **DEL GATTO JR.**

Deanna **HOLLAND**

Tina **SIMITZ**

Adient Adds to Account Team

Adient, CommonHealth's professional advertising and promotion unit located in Wayne, N.J., has expanded its account-management team.



Gennaro Del Gatto Jr., Adient's recently hired business manager, oversees production activities. Previously, he was a print production/customer service rep with Line & Tone.

Deanna Holland and



Tina Simitz have joined Adient as account supervisors. In these positions, both manage the creation and implementation of promotional materials and work to develop future tactical and strategic plans for their assigned accounts.



Ms. Holland previously was employed as a brand manager with Pfizer's Consumer Healthcare Division.

Before joining Adient, Ms. Simitz was account director at Synergy

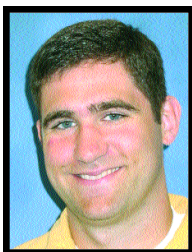
Healthcare Communications.

Robert HENRY

Jeffrey ROSE

CommonHealth Adds to Finance and Technology Departments

CommonHealth, Parsippany, N.J., a healthcare-communications company and part of the WPP Group of companies, has hired staff for its finance and IT departments.



Robert Henry has joined the agency as a financial analyst. In this role, he is responsible for month-end reporting and forecasting and budgeting for the agency. Previously, Mr. Henry was employed with Gibbs College.



Jeffrey Rose has joined CommonHealth's IT team as an enterprise resource planner software specialist. Before joining the agency, Mr. Rose ran

JRC Group, a financial applications support consulting company.

Dave LUDWIGSEN

Donna VETTER

Grey Healthcare Group Announces Promotions

Grey Healthcare Group (GHG), New York, a wholly owned partner company of Grey Global Group and a global healthcare communications network that provides integrated services in support of brand acceleration and sales, has promoted Dave Ludwigsen to manager of

application development. Since joining GHG's IT department, he has been a key builder of internal business critical systems.

Mr. Ludwigsen's responsibilities include designing and implementing new medical-education systems, improving internal financial processes, and coming up with new ways to use the agency's HyperCD technology.

In other agency news, Donna Vetter has been promoted to senior VP. Ms. Vetter has been with GHG for four years, managing numerous programs and launches. Most recently, she oversaw the launch of AstraZeneca's Crestor, a cholesterol-lowering drug.

Daniel O'KEEFE

DVC Healthcare Hires Relationship-Marketing Veteran



DVC HealthCare, a division of DVC Worldwide, has appointed Daniel O'Keefe as senior VP of relationship marketing. DVC HealthCare, Morristown, N.J., combines scientific expertise with strategic and creative marketing solutions to improve the speed to market, accelerate brand uptake, and increase brand loyalty. Mr. O'Keefe is responsible for overseeing the newly launched relationship-marketing practice area at DVC HealthCare. Previously, he was senior VP of client service for Seurat.

David PARAGAMIAN

inChord Names Chief Innovation Officer

inChord Communications, a global group of communications companies providing customized marketing solutions with a single point of accountability, has named David Paragamian as chief innovation officer. In this role, he is



responsible for instituting and supporting collaborative working practices across all segments of inChord and managing the organization's growth. He leads two boards of senior-level executives who manage business development

and integrated client services, and he oversees marketing and corporate communications functions. He also has oversight responsibilities for Rxpedite, inChord's strategic alliance with Cardinal Health.

Mr. Paragamian joins inChord, Columbus, Ohio, from Saatchi & Saatchi, where he served as group company head of the medical-education company, Bestmed, and the interactive company, N8 Digital. He holds a bachelor's degree in economics from Hamilton College.

Mr. Paragamian replaces Chris Snell, who is retiring at the end of the year. Mr. Snell served as chief innovation officer since the beginning of 2003. Before that, he led the creative department of inChord's flagship advertising agency, Gerbig, Snell/Weisheimer, which he helped establish in 1977.

David VANHORN

Carbon Healthcare Hires Copy Supervisor



Carbon Healthcare Communications, a CommonHealth professional advertising and promotion agency located in Wayne, N.J., has named David VanHorn copy supervisor. Previously, he was a Web editor and copywriter at

TriGenesis Communications.

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