

People on the Move

Janine Pajot, formerly Manager, Marketing Programs, has been promoted to Team Leader, Neurology, at Berlex.

Bertrand Bolduc, President and CEO of Mistral Pharma, has been elected President of BIOQuebec, one of the most important networks for the bio-industry and health sciences in Canada.

Paul Pelton, formerly Senior Account Director at Euro RSCG Life, Toronto, has been appointed Vice-President, Client Services, at Black Rock Marketing Group.

Heidi Batson, with 10 years experience on diverse accounts, most recently at Euro RSCG, has joined BOOM as Account Co-ordinator

Karine Bergeron, formerly at PJT Nouveaux Concepts, joined BOOM as a Graphic Designer.

Ingrid Silbermayr is now a BOOMER, bringing with her 10 years of production management experience, most recently a three-year stint at Euro RSCG.

Heidi Simmons, BOOMed into the New Year as Medical Writer, joining BOOM in 2004 from Euro RSCG.

Susanne Jones, has recently joined CPC Healthcare Communications as Account Director, eSolutions. Suzanne was with Infinet Communications and Young & Rubicam prior to joining CPC.



Janine Pajot
Berlex



Bertrand Bolduc
BIOQuebec



Paul Pelton
Black Rock Marketing
Group



Heidi Batson
BOOM Works



Karine Bergeron
BOOM Works



Ingrid Silbermayr
BOOM Works



Heidi Simmons
BOOM Works



Susanne Jones
CPC Healthcare
Communications

People on the Move



Michael Cels
GlaxoSmithKline



Dr. John Dillon
GlaxoSmithKline



Ed Dybka
GlaxoSmithKline



Paul Lirette
GlaxoSmithKline
Australia



Hélène Brassard
IntraMed



George Mahmoudides
IntraMed



Cleon Stouthos
IntraMed



Brian Mills
Jeffrey Simbrow
Associates (Montreal)

Michael Cels, formerly Therapeutic Area Marketing Director, Diabetes, has been promoted to Vice President, Sales, at GlaxoSmithKline.

Dr. John Dillon, formerly Vice-President, Clinical, European Cardiovascular & Metabolic Medicines Development Centre of GlaxoSmithKline in the U.K., has recently been appointed Vice-President, Research & Development, and Chief Medical Officer at GlaxoSmithKline Canada.

Ed Dybka, formerly Ontario Regional Sales Director, has been promoted to Vice-President, Marketing, at GlaxoSmithKline.

Paul Lirette, formerly Vice-President, Sales and Marketing, GSK Canada, has been promoted to the position of President and CEO, Australia, and Area Director, Australasia, and will be a member of GlaxoSmithKline's International Management Team.

Hélène Brassard, formerly Project Manager with Sudler & Hennessey has been appointed Project Leader with IntraMed (Montreal).

George Mahmoudides, PhD, MBA, formerly Vice-President of Life Science Assets with Channel Financial Group, has recently accepted an appointment as Medical Director with the Montreal branch of IntraMed.

Cleon Stouthos, formerly with Aventis Pharma and most recently an independent Pharmaceutical Business Consultant in Canada and the U.S., has recently joined IntraMed (Montreal) as Managing Director.

Brian Mills, with over eight years experience in marketing, design and communication, has recently been appointed Graphic Artist at Jeffrey Simbrow Associates (Montreal).

People on the Move

Aaliya Rehan, with over seven years of experience in consumer marketing and advertising with Ogilvy & Mather, has recently been appointed Account Executive at Jeffrey Simbrow Associates (Montreal).

André Bouchard, formerly Director of Research & Strategy, has been promoted to Vice-President, Research & Strategy, at LXB Communication-Marketing.

Bastien Boutin, with over 12 years experience in marketing and sales within the pharmaceutical industry, has recently joined the Medical Education Network team.

Kirk Duguid, formerly Executive Director, Finance & Business Development, has been promoted to Vice-President, Finance & Business Development, at Merck Frosst.

Lyne Fortin, formerly Executive Director, Specialty Hospital Products, has been promoted to Vice-President, Marketing & Sales, Group B, at Merck Frosst.

Don Soule, formerly Executive Director, Marketing, has been promoted to Vice-President, Sales, at Merck Frosst.

Roger Roy, formerly Product Manager, Exelon®, Neuroscience Portfolio, has been appointed Product Manager, Oncology Business Unit, at Novartis Pharmaceuticals.

Andy Volante, formerly Vice-President, ABGH Business Franchise, has been appointed Vice-President, Sales, Primary Care, at Novartis Pharmaceuticals.

Farzad Ali, has been promoted from Associate Product Manager, Norvasc®, to Product Manager, Norvasc, at Pfizer.



Aaliya Rehan
Jeffrey Simbrow
Associates (Montreal)



André Bouchard
LXB Communication-
Marketing



Bastien Boutin
Medical Education
Network



Kirk Duguid
Merck Frosst



Lyne Fortin
Merck Frosst



Don Soule
Merck Frosst



Roger Roy
Novartis
Pharmaceuticals



Farzad Ali
Pfizer

People on the Move



Rimas Bytautas
Pfizer



Marc Charbonneau
Pfizer



Lisa Dadd
Pfizer



Nicol Drayton
Pfizer



Jeff Dufour
Pfizer World
Headquarters



Karalyn Empsall
Pfizer



Arnaud Lavenue
Pfizer



Elizabeth Lindsay, PhD
Pfizer

Rimas Bytautas, formerly Associated Product Manager, Diovan®, at Novartis Pharmaceuticals, has been appointed Product Manager, Accupril®, at Pfizer.

Marc Charbonneau, formerly Associate Product Manager, Aricept®, has been promoted to Product Manager, Aricept, at Pfizer.

Lisa Dadd, has been promoted from Associate Product Manager, Viagra®, to Product Manager, Viagra, at Pfizer.

Nicol Drayton, formerly Product Manager, Celebrex®, has been appointed Product Manager, Detrol®/Detrol® LA, at Pfizer.

Jeff Dufour, formerly Senior Marketing Manager, Spiriva® Worldwide Team, has been promoted to Marketing Director, Spiriva Worldwide Team, at Pfizer Headquarters in New York City.

Karalyn Empsall, previously Associate Director, Market Intelligence & Analytics, has been promoted to Director, Market Intelligence & Analytics, at Pfizer.

Arnaud Lavenue, formerly Product Manager, Lipidil Supra®, at Fournier Pharma, has recently been appointed Product Manager, Lipitor®, at Pfizer.

Elizabeth Lindsay, PhD, is Adjunct Professor, Department of Epidemiology & Community Medicine, University of Ottawa, and has recently been appointed Associate Director, Medical Communications, at Pfizer. Elizabeth was formerly a CME researcher and, more recently, a Knowledge Transfer Consultant to The Canadian Medical Association and The Canadian Cardiovascular Society. She was originally with GlaxoWellcome.



Evelyn Ohashi
Pfizer



Gordana Stok
Publicis WellCare
(Montreal)



Claude Perron
Shire BioChem
Canada



Joseph Russ
Shire Pharmaceuticals
Group PLC World
Headquarters



Chris Temovsky
Solvay Pharma

People on the Move

Evelyn Ohashi, formerly Product Manager, Accupril®, has been appointed Product Manager, Neurosciences (Lyrica™), at Pfizer.

Gordana Stok, formerly Marketing Communications Manager at IMS Health Canada, has been appointed Associate Creative Director at Publicis WellCare (Montreal).

Claude Perron, has been promoted from Vice-President, Sales & Marketing, to Vice-President & General Manager, at Shire BioChem, Canada.

Joseph Russ, formerly President & CEO of Shire BioChem, Canada, has been promoted to Executive Vice-President & General Manager, International Business, at Shire Pharmaceuticals Group PLC, World Headquarters in Basingstoke, U.K.

Chris Temovsky, formerly Director Marketing, Primary Care Business Unit, at Hoffmann-La Roche, has been appointed Director, Marketing & Sales, at Solvay Pharma. **CPM**