

People on the Move

PHARMA COMPANIES

Abbott Laboratories

Nathalie Morin, has been promoted from Marketing Manager, Cardio / Metabolic, to Business Unit Manager, HIV, at Abbott Laboratories.

Bristol-Myers Squibb

Tina Cantrill, former Senior Product Manager, Diabetes Portfolio, has been promoted to Marketing Director, Virology & Pentaspan, at Bristol-Myers Squibb.

Alan Snow, former Director of Marketing, Anti-infectives, Pentaspan & Diabetes, has been appointed Sales Director, Specialty Products, at Bristol-Myers Squibb.

Merck Frosst

Steve Girouard, former Regional Sales Director, Central Region, has relocated back to Montreal and has been promoted to Executive Director, Sales & Marketing Support, at Merck Frosst.

Novartis Pharmaceuticals

Gretty Deutsch, former Medical Advisor, Respiratory & Dermatology Business Franchise, has been promoted to Medical Director, Infectious Diseases, Transplantation & Immunology Business Unit, at Novartis Pharmaceuticals.

Karli Matthison, former Medical Communications Manager, Diovan, has been promoted to Brand Manager, Diovan, at Novartis Pharmaceuticals.

Gino Roy, former Senior Product Manager, Biaxin, at Abbott Laboratories, has been appointed Brand Director, Diovan, at Novartis Pharmaceuticals.



Nathalie Morin
Abbott Laboratories



Tina Cantrill
Bristol-Myers Squibb



Alan Snow
Bristol-Myers Squibb



Steve Girouard
Merck Frosst



Gretty Deutsch
Novartis
Pharmaceuticals



Karli Matthison
Novartis
Pharmaceuticals



Gino Roy
Novartis
Pharmaceuticals



John Northcott
Pfizer



Walter Sheloff
Pfizer



Hugo Trudel
sanofi-aventis



Jennifer Barbusci
Anderson DDB



Lisa Dame
Anderson DDB



Sandra Leslie
Anderson DDB

People on the Move

Pfizer

John Northcott, former Therapeutic Area Specialist / Sales Training Champion with Merck Frosst, has joined Pfizer as Manager, Product Market Research (Ophthalmology).

Walter Sheloff, former District Manager and most recent Product Manager, Ophthalmology, with Pfizer UK, has recently been appointed Senior Manager, Medical Communications, at Pfizer Canada.

sanofi-aventis

Hugo Trudel, former Senior Brand Manager, Ketek, has been appointed Senior Brand Manager, Actonel, at sanofi-aventis.

AD AGENCIES

Anderson DDB

Jennifer Barbusci, formerly with Cadence Healthcare Communications, has joined the Anderson DDB (Montreal) team as Account Coordinator.

Lisa Dame, previously a Specialty Sales Representative with Solvay Pharma, has recently joined Anderson DDB (Montreal) as an Account Manager.

Adrienne Ducharme, has been appointed Account Executive on the Alesse account at Anderson DDB (Toronto).

Teresa Ko, has been appointed Account Executive on the Alesse account at Anderson DDB (Toronto).

Sandra Leslie, most recently with Conferences Groups & Incentives, comes to Anderson DDB (Montreal) as Office Services Manager.

People on the Move

BOOM Works

Nicole Faubert, formerly of Publicis BCP and Phase V, has joined the BOOM Works team as Account Director.

Jeffrey Simbrow Associates Inc.

Dominique Couturier, former Product Manager at Servier Canada, has recently joined Jeffrey Simbrow Associates Inc. (Montreal) as Account Supervisor.

Sudler & Hennessey

Shira Cherns, former Medical Liaison with Novo Nordisk, has joined Sudler & Hennessey (Toronto) as Medical Copywriter.

Anthony Florendo, former Executive Analyst at a Chicago-based international management consulting firm and Product Manager, Professional Division at Butler, has joined Sudler & Hennessey (Toronto) as Account Director.

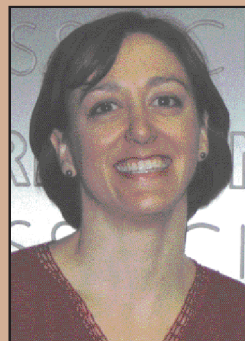
Iana Nikolova, former Communications Officer with the Canadian Institute for Environmental Law and Policy, has joined Sudler & Hennessey (Toronto) as Copywriter.

Nicole Simunac, formerly of AstraZeneca and Pfizer, has joined Sudler & Hennessey (Toronto) as Account Supervisor.

William Wiens, formerly of COGECO Cable, has joined Sudler & Hennessey (Toronto) as Account Coordinator.



Nicole Faubert
BOOM Works



**Dominique
Couturier**
Jeffrey Simbrow
Associates Inc.



Shira Cherns
Sudler & Hennessey



Anthony Florendo
Sudler & Hennessey



Iana Nikolova
Sudler & Hennessey



Nicole Simunac
Sudler & Hennessey



William Wiens
Sudler & Hennessey



Jocelyn Marquis
CCPE

People on the Move

SUPPLIERS

CCPE

Jocelyn Marquis, with previous sales, marketing and CHE experience at Bristol-Myers Squibb, Zeneca, Agouron and Actelion, has been appointed Scientific Advisor, at the Council for Continuing Pharmaceutical Education (CCPE).

CMC

Pénélope Body, with 20 years experience in publications and healthcare agency management, has been appointed Director of Operations and CHE Director at Complete Medical Communications (CMC) in Montreal.

Devon Phillips, former Senior Editor and CHE Director at Pegasus Healthcare Communications, with over 15 years experience in healthcare content development, has joined the Montreal office of Complete Medical Communications (CMC) as Director of Editorial Services.

IntraMed

Jennifer Kraemer, upon completion of her MSc in Pharmacology from the University of Toronto, through Sick Kids Hospital, has joined IntraMed (Toronto) as a Medical Associate.

IsaiX Technologies

Kevin Bemben, has joined IsaiX Technologies as Account Manager, CyPha Analytical Tools.

Naman Demaghatrous, formerly with McNeil Canada, has been appointed Key Account Manager, eLearning, at IsaiX Technologies.

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Pénélope Body
CMC



Devon Phillips
CMC



Jennifer Kraemer
IntraMed



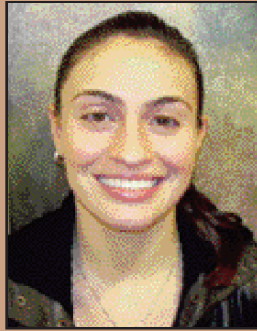
Kevin Bemben
IsaiX Technologies



Naman Demaghatrous
IsaiX Technologies



Steve Orenbach
Isaix Technologies



Jenny Panfili
Isaix Technologies



Erik Schreter
Isaix Technologies



Dan Wolfe
Isaix Technologies

People on the Move

Isaix Technologies Continued

Steve Orenbach, former Technical Account Manager for CRM accounts, has been promoted to Senior Technical Account Manager, CRM and Coaching Tools, at Isaix Technologies.

Jenny Panfili, has been promoted from Account Manager (CRM accounts) to Project Manager, eLearning, at Isaix Technologies.

Erik Schreter, has been promoted from Account Executive to Key Account Manager, eLearning sales, at Isaix Technologies.

Dan Wolfe, former Account Manager, BlueSlice Networks, has been appointed Account Manager, eLearning, at Isaix Technologies. **GPM**

APPOINTMENT



STA HealthCare Communications is pleased to announce the appointment of Lucy Dolan as Account Manager.

Lucy brings several years' experience in the development and management of CHE and compliance programs. She holds a Bachelor of Commerce from the John Molson School of Business in Montreal.

In her new position, Lucy will be responsible for sales and management of CHE Programs in Montreal and Toronto.

STA HealthCare Communications is a full service CHE Communications agency with offices in Montreal and Toronto, providing unique CHE solutions to Canadian Pharmaceutical Marketers.

Bob Passaretti
President
STA HealthCare Communications