

People on the Move

PHARMA COMPANIES

Berlex

Marie-Helene Moore, former Specialist Sales Representative, Neurology, has been promoted to Associate Product Manager, Health Care Professionals, Neurology, at Berlex.

Novartis Pharmaceuticals

Stuart Lourie, former Brand Manager, Altace, at sanofi-aventis, has been appointed Brand Director, Rasilez, Cardiovascular & Metabolism Business Franchise, at Novartis Pharmaceuticals.

Isabelle Vezina, former Brand Manager, Transplantation & Immunology, has been promoted to Brand Director, Infectious Diseases, Transplantation & Immunology, at Novartis Pharmaceuticals.

Pfizer

Joel Austen, former Senior Brand Manager, Xolair at Novartis Pharmaceuticals, has been appointed Senior Product Manager, Arthrotec/Celebrex, at Pfizer.

Linda Beausoleil, former Senior Product Manager, Camptosar/Sutent, has been promoted to Manager, Portfolio Planning, Specialty Products, at Pfizer.

Cindy Bernstein, former Manager, Product Market Research, has been promoted to Associate Product Manager, Relpax, at Pfizer.

Marc Charbonneau, former Product Manager, Lyrica/Relpax, has been appointed Product Manager, Viagra, at Pfizer.



Marie-Helene Moore
Berlex



Isabella Vezina
Novartis
Pharmaceuticals



Joel Austen
Pfizer



Linda Beausoleil
Pfizer



Cindy Bernstein
Pfizer



Marc Charbonneau
Pfizer

People on the Move

Pfizer Cont'd

Chantale Couture, former Senior Product Manager, Neuroscience, has been promoted to Senior Manager, Promotional Management, at Pfizer.

Cynthia Di Lullo, former Product Manager, Norvasc, has been promoted to Director, Market Research, Therapeutic Areas, at Pfizer.

Norbert Fabian, former Manager, New Product Development, has been promoted to Senior Product Manager, Aricept, at Pfizer.

Nathalie Fontaine, former Senior Product Manager, Aricept, has been appointed Senior Product Manager, Exubera, at Pfizer.

Pierre Franquet, former Manager, New Product Development, has been promoted to Manager, Portfolio Planning, Diversified Products, at Pfizer.

Wayne Havlena, former Product Manager, Urology, has been promoted to Senior Manager, Market Research, Therapeutic Areas, Cardiovascular Portfolio, at Pfizer.

Michelle Headrick, former Therapeutic Team MedCom Manager, has been promoted to Associate Product Manager, Lipitor, at Pfizer.

Rania Ijhaish-Nasraoui, former Senior Product Manager, CV/Caduet, has been promoted to Senior Manager, Market Research, Therapeutic Areas, Relpax and CPUR Portfolio, at Pfizer.



Chantale Couture
Pfizer



Cynthia Di Lullo
Pfizer



Norbert Fabian
Pfizer



Nathalie Fontaine
Pfizer



Pierre Franquet
Pfizer



Wayne Havlena
Pfizer



Michelle Headrick
Pfizer



Rania Ijhaish-Nasraoui
Pfizer

People on the Move

Pfizer Cont'd

Anne-Marie Lamarche, former Product Manager, Aricept, has been promoted to Senior Product Manager, Viagra, at Pfizer.

Isabelle Lanthier, former Therapeutic Team MedCom Manager, has been appointed Product Manager, Lipitor, at Pfizer.

Arnaud Lavenue, former Senior Product Manager, Lipitor, has been promoted to Manager, Portfolio Planning, Cardiovascular, at Pfizer.

Frank Maiorino, former Product Manager at BMS, has been appointed Associate Product Manager, Somavert, at Pfizer.



**Anne-Marie
Lamarche
Pfizer**



**Isabelle Lanthier
Pfizer**



**Arnaud Lavenue
Pfizer**



**Frank Maiorino
Pfizer**

Purdue Pharma

Alex Chan, former Group Product Manager, New Product Planning & OTC, has been promoted to Director, New Product Planning and Specialty Products, at Purdue Pharma.



**Alex Chan
Purdue Pharma**

Roche Diagnostics

Francis Pepin, former Executive Director of Human Resources and Administration at Roche Diagnostics Canada, has been promoted to Global Project Manager for Performance Management and Remuneration, at Roche Diagnostics corporate headquarters in Basel, Switzerland.

Schering

Michael Casia, former Brand Manager, Exelon, at Novartis Pharmaceuticals, has been appointed Product Manager, Remicade, at Schering.

Sam Gourdji, former Vice President of Strategic Planning & New Product Development, at Pfizer, has been appointed Vice President, Business Unit Operations, at Schering.



**Michael Casia
Schering**



**Sam Gourdji
Schering**



Dawn Kackley
BOOM Works



Lindsay Birnbaum
Jeffrey Simbrow
Associates



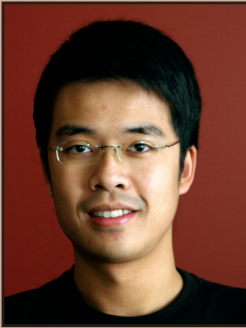
Holly Broome
Jeffrey Simbrow
Associates



Nathan Haidle
Jeffrey Simbrow
Associates



Alisa Minden
Jeffrey Simbrow
Associates



Vince Ng
Jeffrey Simbrow
Associates



Meg Srini
Jeffrey Simbrow
Associates



Sandra Vaughn
Jeffrey Simbrow
Associates

People on the Move

AD AGENCIES

BOOM Works

Dawn Kackley, former Creative Director at HMR Toronto & Montreal, SAGE Medical (Toronto), and owner of Creatix Creative Resources, has been appointed Associate Creative Director, at BOOM Works.

Jeffrey Simbrow Associates

Lindsay Birnbaum, former Account Executive, has been promoted to Account Manager, at Jeffrey Simbrow Associates (Toronto).

Holly Broome, former Account Executive, has been promoted to Account Manager, at Jeffrey Simbrow Associates (Toronto).

Nathan Haidle has joined Jeffrey Simbrow Associates (Toronto) as an Account Coordinator.

Alisa Minden has joined Jeffrey Simbrow Associates (Toronto) as an Account Coordinator.

Vince Ng, former Account Executive, has been promoted to Account Manager, at Jeffrey Simbrow Associates (Toronto).

Meg Srini has joined Jeffrey Simbrow Associates (Toronto) as an Account Coordinator.

Sandra Vaughn has joined Jeffrey Simbrow Associates (Toronto) as an Account Coordinator.

People on the Move

Jeffrey Simbrow Associates Cont'd.

Diane Vautour has joined Jeffrey Simbrow Associates (Montreal) as an Account Supervisor.

MarketForce Communications

George Artuso, former Financial Officer, has been appointed Managing Partner, Finance, for MarketForce Communications.

Patti Brooks, with over 20 years of graphic communications and project management experience, has been appointed Director of Procedures and Production and continues to be a member of the Management Team for MarketForce Communications.

Susannah Curry, formerly of Medicus, has joined MarketForce Communications as Associate Creative Director, Copy.

Colin Dickey, former Group Account Director, has been appointed Managing Partner, Director of Client Service, for MarketForce Communications.

Michael Service, formerly Creative Director, Copy, has been appointed Director, Brand Strategy and continues to be a member of the Management Team for MarketForce Communications.

Robert Vosburgh, formerly VP Creative Director, has been appointed Managing Partner, Director of Client Service, for MarketForce Communications.

Sudler & Hennessey

Diana Vinas, former Channel Support Representative at Nuance, has been appointed Project Coordinator, at Sudler & Hennessey (Montreal).



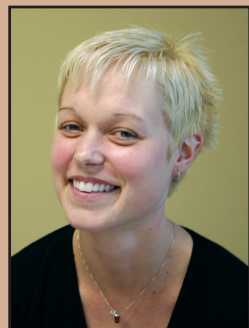
Diane Vautour
Jeffrey Simbrow
Associates



George Artuso
MarketForce
Communications



Patti Brooks
MarketForce
Communications



Susannah Curry
MarketForce
Communications



Colin Dickey
MarketForce
Communications



Michael Service
MarketForce
Communications



Robert Vosburgh
MarketForce
Communications



Diana Vinas
Sudler & Hennessey

SUPPLIERS

Information Display Systems



Brian Good
Information
Display Systems

Brian Good, former National Sales Director at Pharmacia and member of the Celebrex brand team, has recently joined Information Display Systems (IDS) Canada, as Vice-President.

CME Solutions



Lyne Bouchard
CME Solutions



Nadia Chammas
CME Solutions

Lyne Bouchard, following 16 years at Merck Frosst, has joined CME Solutions (Montreal) as Project Manager.

Nadia Chammas, former Project Manager with Complete Medical Communications, has joined CME Solutions (Montreal), as Senior Project Manager.

Julia Kirkham, former Teacher and Educational Designer, has joined CME Solutions (Toronto).

My first day at JSA
by
Stephen Sussman

I came from a tough neighbourhood, retail, packaged goods, real estate, beer, pharma... lots of great clients. Today is my first day at Jeffery Simbrow Associates. I've met lots of nice, smart people and we have our own Coke machine. Over the years I've been a Creative Director at some great agencies and helped clients like Labbatt's, Kraft, GM and more than I can remember. I have a U-Haul filled with awards that has plants in it and for the past couple of years, I've been teaching agencies how to grow their business in seminars from AmericanAdAgencies.Com. I really wasn't looking for another job, I wanted a new challenge...to learn, to creative direct, to get the most out of creative people and stimulate ideas at every level. Lucky for me I discovered JSA. Canada's leader in Pharma Marketing. My first day has been fun and I'm sure there are lots more to come. I especially like the "nap" time.

Stephen Sussman
The new guy at JSA

