

# People on the Move

## PHARMA COMPANIES

### Abbott Laboratories

**Judith St. Pierre**, formerly an Account Supervisor with Jeffrey Simbrow Associates (Montreal), has been appointed Product Manager, KALETRA, in the Specialty Products Division of Abbott Laboratories.

### Bayer Inc.

**Doug Grant**, formerly Vice President, Public Policy & Communications, as well as Compliance Officer for Bayer Healthcare and Privacy Officer for Bayer Inc., has been promoted to the position of Vice President of the newly created Hematology / Cardiovascular Business Unit, within the Pharmaceuticals Division of Bayer Inc.

### Bristol-Myers Squibb

**Chantal Hurtubise**, formerly a maternity leave replacement as Product Manager, Virology, has been appointed Product Manager, Virology, on a permanent basis, at Bristol-Myers Squibb.

### Lundbeck Canada Inc.

**Marcel Chenard**, formerly Director of Sales, has been promoted to Vice-President, Sales, at Lundbeck Canada Inc.

**Lorena Di Carlo**, formerly Marketing Director, has been promoted to Vice President, Marketing, at Lundbeck Canada Inc.

**Evica Eric**, formerly Group Product Manager, Neurology, has been promoted to Director, Business Information, at Lundbeck Canada Inc.

**Dominique Gilbert**, formerly Senior Marketing Manager, Psychiatry, has been promoted to Director of Education and Health Outcomes, at Lundbeck Canada Inc.



**Judith St. Pierre**  
Abbott Laboratories



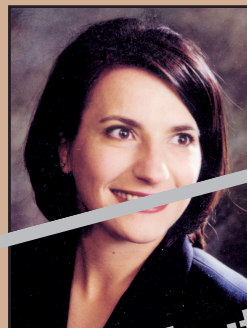
**Doug Grant**,  
Bayer Inc.



**Chantal Hurtubise**  
Bristol-Myers Squibb



**Marcel Chenard**  
Lundbeck Canada  
Inc.



**Lorena Di Carlo**  
Lundbeck Canada  
Inc.



**Evica Eric**  
Lundbeck Canada  
Inc.



**Dominique Gilbert**,  
Lundbeck Canada  
Inc.



**Isabelle Pleszczynska,**  
Lundbeck Canada  
Inc.



**Alec Wilson**  
Lundbeck Canada  
Inc.



**Stephane Archambault**  
Novartis  
Phamaceuticals



**Alain Boisvert**  
Novartis  
Pharmaceuticals



**Michael Casia**  
Novartis  
Pharmaceuticals



**Gordon Cooper**  
Novartis  
Pharmaceuticals



**Tonya Dickenson**  
Novartis  
Pharmaceuticals

## People on the Move

### Lundbeck Canada Inc. Cont'd

**Isabelle Pleszczynska**, formerly a Public Relations Consultant with National PharmaCom, has joined Lundbeck Canada Inc. as Continuing Health Education Manager, Psychiatry.

**Alec Wilson**, formerly Associate Product Manager, Neurology, has been promoted to Continuing Health Education Manager, Neurology, at Lundbeck Canada Inc.

### Novartis Pharmaceuticals

**Stephane Archambault**, formerly Manager, Medical Communications, Neuroscience Business Franchise, has been promoted to Brand Manager, Comtan & Stalevo, Neuroscience Business Franchise, at Novartis Pharmaceuticals.

**Natacha Belisle**, formerly Senior Brand Manager, Neuroscience Business Franchise, has been promoted to Associate Sales Director, Neuroscience Business Franchise, at Novartis Pharmaceuticals.

**Alain Boisvert**, formerly Director, Corporate Affairs, Eastern Canada, at Merck Frosst, has been appointed Vice President, Health Policy and Market Access, at Novartis Pharmaceuticals.

**Michael Casia**, formerly Marketing Business Analyst, Cardiovascular, has been promoted to Associate Brand Manager, Exelon, at Novartis Pharmaceuticals.

**Gordon Cooper**, formerly Sales Director, Primary Care, has been promoted to Brand Manager, Prexige / HRT, at Novartis Pharmaceuticals.

**Tonya Dickenson**, formerly Director, Sales Training, has been promoted to Director, Marketing Intelligence, at Novartis Pharmaceuticals.

## People on the Move



**Nathalie Drouin**  
Novartis  
Pharmaceuticals



**Annie Frechette,**  
Novartis  
Pharmaceuticals



**Anne Heidebrecht**  
Novartis  
Pharmaceuticals



**Jeff Martens**  
Novartis  
Pharmaceuticals



**Joanne Mawson**  
Novartis  
Pharmaceuticals



**Annie  
Montmarquette**  
Novartis  
Pharmaceuticals



**Patrice Roy**  
Novartis  
Pharmaceuticals

### Novartis Pharmaceuticals Cont'd

**Nathalie Drouin**, formerly Associate Director, Business Operations, Marketing & Sales Capabilities, has been promoted to Brand Director, Gleevec / AMN, at Novartis Pharmaceuticals.

**Annie Frechette**, formerly CME Manager at Serono Canada, has been appointed Sales Training Specialist, Oncology, at Novartis Pharmaceuticals. .

**Anne Heidebrecht**, formerly Territory Manager, Specialty Sales, Oncology, at Aventis Pharma, has been appointed Medical Liaison Manager, Oncology, at Novartis Pharmaceuticals.

**Jeff Martens**, formerly District Manager, Primary Care Sales, has been promoted to Associate Sales Director, Oncology, at Novartis Pharmaceuticals.

**Joanne Mawson**, formerly Sales Director, Primary Care, has been promoted to Brand Manager, Zelnorm, at Novartis Pharmaceuticals.

**Annie Montmarquette**, formerly Sales Training Specialist, has been promoted to Associate Brand Manager, Prexige, at Novartis Pharmaceuticals.

**Patrice Roy**, previously a Specialist Representative, Cardiovascular, has been promoted to Manager, Medical Communications, Neuroscience Business Franchise, at Novartis Pharmaceuticals.



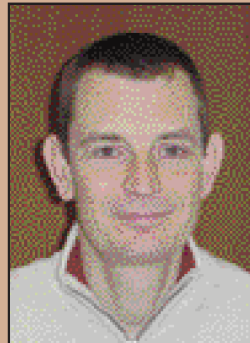
**Omar Salloum**  
Novartis  
Pharmaceuticals



**Harout Semerjian**  
Novartis  
Pharmaceuticals



**Kyle Steiger**  
Novartis  
Pharmaceuticals



**Philippe Widmer**  
Novartis  
Pharmaceuticals



**Annie Bourgault**  
Pfizer



**Danielle Carr**  
Pfizer



**Marline Hamel**  
Pfizer

## *People on the Move*

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### **Novartis Pharmaceuticals Cont'd**

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**Omar Salloum**, formerly Business Analyst, Sales Operations, Primary Care Sales, has been promoted to Sales Training Specialist, Oncology, at Novartis Pharmaceuticals.

**Harout Semerjian**, formerly Brand Manager, Sandostatin, has been promoted to Associate Sales Director, Oncology, at Novartis Pharmaceuticals.

**Fakhredine Shadman**, formerly Marketing Director, Neuroscience Business Franchise, has been promoted to Assistant to the President, at Novartis Pharmaceuticals.

**Kyle Steiger**, formerly Associate Director Marketing, Abdominal, Bone, Gastro, Hormone (ABGH), Business Franchise, has been promoted to Brand Director, Prexige, at Novartis Pharmaceuticals.

**Philippe Widmer**, formerly a Specialist Representative, Neuroscience, has been promoted to Brand Manager, Exjade, at Novartis Pharmaceuticals.

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### **Pfizer**

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**Annie Bourgault**, formerly Senior Manager, Marketing Services, has been promoted to Associate Director, Marketing Services, at Pfizer.

**Danielle Carr**, formerly Senior Program Manager, Independent Research-Oncology and HIV, has been promoted to Therapeutic Team Medical Communications Manager, Urology, at Pfizer.

**Marline Hamel**, formerly a Specialist Pharmaceutical Representative (Montreal and South Shore) has been promoted to Therapeutic Team Medical Communications Manager, Lipitor, at Pfizer.

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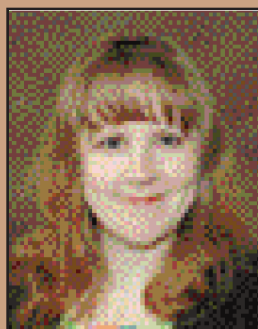
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### Pfizer Cont'd

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**Dawn Henson**  
Pfizer



**Cynthia Jamison**  
Pfizer



**Donna Keough**  
Pfizer



**Michel Meessen**  
Pfizer

**Dawn Henson**, formerly Therapeutic Team Medical Communications Manager, Anti-infectives + Respiratory, has been promoted to Associate Product Manager, Aricept, at Pfizer.

**Cynthia Jamison**, formerly a Medical Meeting Planner, Coxibs, has been promoted to Associate Therapeutic Team Medical Communications Manager, Celebrex, at Pfizer.

**Donna Keough**, formerly Senior Administrative Assistant for both the Director of Marketing, CV + Metabolic Care, as well as the Caduet Marketing Team, has been promoted to Medical Meeting Planner, Celebrex & Lyrica, at Pfizer.

**Michel Meessen**, formerly District Manager-Hospital Division, has been promoted to Product Manager, Viagra, at Pfizer.

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### sanofi-aventis

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**Michel Blondeau**  
sanofi-aventis



**Aldona Armstrong**  
Serono

**Michel Blondeau**, formerly Director, Client Services at Integrated Healthcare Communications, has been appointed National CHE Manager, Internal Medicine, at sanofi-aventis.

**Michele Gagnon**, has recently been appointed Director, Scientific Communications and Professional Education, at sanofi-aventis Pharma.

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### Serono

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**Jean-Michel Carpentier**  
Servier



**Lucie Rousseau**  
Servier

**Aldona Armstrong**, formerly Product Manager, Neurology, at Biogen IDEC., has been appointed Senior Product Manager, Endocrinology, at Serono.

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### Servier Canada Inc.

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**Jean-Michel Carpentier**, formerly Sales Director at Novartis, has recently joined Servier Canada Inc. as Business Unit Director for the Quebec-Atlantic Region.

**Lucie Rousseau**, former Product Manager, Fertility Portfolio, at Serono, France, has joined Servier Canada as Product Manager, Cardiology.

## AD AGENCIES

### Allard Johnson

**Lisa Klages**, formerly of Anderson DDB Health & Lifestyle, has returned to Allard Johnson Wellness as Account Executive in Toronto.

### C-Breeze Marketing

**Monika Schmid**, formerly responsible for sales and marketing at Bioniche Life Sciences, is now partner at C-Breeze Marketing, specializing in brand and project management.

### Jeffrey Simbrow

**Elaine Balfour**, has joined the Jeffrey Simbrow Associates team as Account Manager in the Toronto Office.

**Lindsay Birnbaum**, has been promoted to Account Executive in Jeffrey Simbrow's Toronto office.



Lisa Klages  
Allard Johnson



Monika Schmid  
C-Breeze  
Marketing



Elaine Balfour  
Jeffrey Simbrow



Lindsay Birnbaum  
Jeffrey Simbrow

CMAJ DELIVERS COMPLETE REACH.

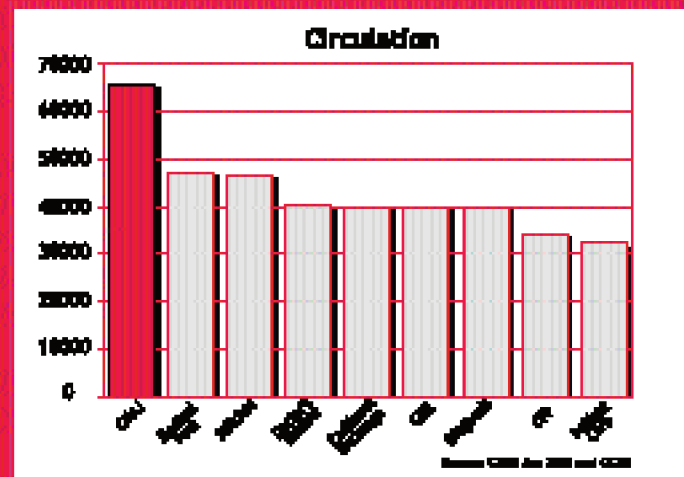
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**Camille Bondoux**  
Jeffrey Simbrow



**Jon Cogan**  
Jeffrey Simbrow



**Jack McLaughlin**  
Jeffrey Simbrow



**Nathalie Haworth**  
Publicis Wellcare



**Richard Patterson**  
Publicis Wellcare



**Terry O'Shea,**  
Sudler&Hennessey

## People on the Move

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### Jeffrey Simbrow Cont'd

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**Camille Bondoux**, has joined Jeffrey Simbrow Associates (Montreal) as Account Director for the Pfizer Lyrica Team.

**Jon Cogan**, has been promoted to Account Supervisor in Jeffrey Simbrow's Toronto office.

**Jack McLaughlin**, has joined Jeffrey Simbrow, Toronto as Account Supervisor.

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### Publicis Wellcare

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**Nathalie Haworth** has recently joined Publicis Wellcare – Montreal as Account Executive. Nathalie was previously working as Manager, Operations and Client Services for HMR Worldwide – Montreal.

**Richard Patterson** has recently joined Publicis Wellcare – Montreal as Managing Director. Richard was recently working as Account Director for CMED – Montreal.

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### Sudler &Hennessey

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**Terry O'Shea**, formerly Director, Client Services at Publicis Wellcare, has been appointed Business Director, at Sudler & Hennessey (Montreal).