

# People on the Move

## PHARMA COMPANIES

### Abbott Laboratories

**Patrick Ethier**, former Senior Product Manager, Oncology, has been promoted to Sales Manager, Eastern Canada, Specialty Products Division, Oncology/Gynecology, at Abbott Laboratories.

**Isabelle Tremblay**, Sales Operations Associate, has been promoted to Product Manager, Prevacid, at Abbott Laboratories.



**Patrick Ethier**  
Abbott Laboratories



**Isabelle Tremblay**  
Abbott Laboratories

### GlaxoSmithKline

**Daniel Arseneault**, former Senior Product Manager for the Oncology-Cardiology portfolio, will be taking on the position of Senior Product Manager, HIV, at GlaxoSmithKline in the Quebec office.

**Cloe Caron**, former CHE Specialist in the Diabetes Portfolio, will be taking on the position of Product Manager for the Oncology-Cardiology Portfolio, at GlaxoSmithKline in the Quebec office.

### Hoffmann-LaRoche

**Graham Watson**, formerly with AstraZeneca, has been appointed Product Manager, Nephrology & Vascular Access, at Hoffmann-LaRoche.



**Daniel Arseneault**  
GlaxoSmithKline



**Cloe Caron**  
GlaxoSmithKline



**Graham Watson**  
Hoffmann-LaRoche

## People on the Move



**David Bloomstone**  
Merck Frosst

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### Merck Frosst

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**David Bloomstone** has experience extensive on both the agency and client side and most recently, held the position of Manager, Advertising, at Air Canada, has joined the PLEDS Agency Division of Merck Frosst, as Media Buyer/Planner.

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### Merck Frosst/Schering

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**Helen Trifonopoulos**, former Customer Relations Manager, Ezetrol, has been promoted to Marketing Manager, Ezetrol, at Merck Frosst/Schering.

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### Novartis Pharmaceuticals

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**Teresa Fedeli**, former Product Manager, at Berlex Canada, has been appointed Brand Manager, Gleevec/CML, at Novartis Pharmaceuticals, Canada.

**Cynthia Ferlaino**, former Product Manager, Neutrogena Specialty, Johnson & Johnson Inc., has been appointed to Brand Manager, Femara, at Novartis Pharmaceuticals, Canada.

**Erica Jaseliunas**, former Territory Manager, has been promoted to Internal Communications Officer, at Novartis Pharmaceuticals, Canada.

**Andre Mumme**, former Therapeutic Area Director, Women's Health, at Berlex Canada, has been appointed Brand Director, Gleevec & Tasigna, at Novartis Pharmaceuticals Canada.



**Teresa Fedeli**  
Novartis  
Pharmaceuticals



**Cynthia Ferlaino**  
Novartis  
Pharmaceuticals



**Erica Jaseliunas**  
Novartis  
Pharmaceuticals



**Andre Mumme**  
Novartis  
Pharmaceuticals

Cont'd on page 66 →

## People on the Move



**Lee Alexander Sciortino**  
Novartis  
Pharmaceuticals



**James Lee**  
Paladin Labs



**Josée-Anne Coudry**  
Pfizer



**Eric Smith**  
Pfizer



**Kulwant Riar**  
Pfizer

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### Novartis Pharmaceuticals Cont'd

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**Lee Alexander Sciortino**, former Senior Product Manager, Neuroscience, at Pfizer, has been appointed Senior Brand Manager, Exjade & Gleevec/GIST, at Novartis Pharmaceuticals, Canada.

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### Paladin Labs

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**James Lee**, former Product Manager, has been promoted to Marketing Manager, Urology, at Paladin Labs.

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### Pfizer

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**Josée-Anne Coudry**, former Pharmaceutical Sales Representative, has been promoted to Promotional Manager, Celebrex, Lyrica & Detrol, at Pfizer.

**Eric Smith**, former Pharmaceutical Sales Representative, has been promoted to Promotional Manager, Lipitor & Caduet, at Pfizer.

**Kulwant Riar**, former account Director, at bMod, has been appointed Product Manager, Celebrex, at Pfizer.

## People on the Move

### Purdue Pharma

**Chantal Drapeau**, former Territory Manager, has been promoted to Associate Product Manager, New Product Planning & Specialty Products, at Purdue Pharma.

### sanofi aventis

**France St-Germain**, former National CHE Manager, Avapro, has been appointed National CHE Manager, Plavix, at sanofi aventis.

### Shire BioChem

**Mary Di Marzio**, former Senior Product Manager, Renal Care & GI, has been promoted to Director of Marketing, at Shire BioChem.

**Chris Dodd**, former CNS Specialty Representative, has been promoted to Associate Product Manager, CNS, at Shire BioChem.



**Chantal Drapeau**  
Pfizer



**France St-Germain**  
sanofi aventis



**Mary Di Marzio**  
Shire BioChem



**Chris Dodd**  
Shire BioChem

Cont'd on page 68 →

## Announcement

# Dr. Jean Godin Appointed General Manager at Teva Neuroscience Canada



Teva Neuroscience is pleased to announce the appointment of Dr. Jean Godin as the new General Manager for Teva Neuroscience Canada, effective June 4, 2007. Dr. Godin joined the pharmaceutical industry nearly eight years ago, after a successful career practicing medicine on a full-time basis. He had been in the role of Senior Director of Scientific and Medical Affairs with Teva Neuroscience Canada for the past seven years and is now taking over the management of the Canadian business. Dr. Godin has obtained his doctorate in medicine from the University of Montreal and he also holds an MBA from McGill University (Montreal).

Teva Neuroscience focuses on innovative drugs for the diseases of the central nervous system. In Canada, Teva Neuroscience currently markets Copaxone<sup>®</sup>, a unique therapy for relapsing-remitting Multiple Sclerosis, as well as Azilect<sup>®</sup>, a new therapy for Parkinson's disease.

Teva Neuroscience is a subsidiary of Teva Pharmaceutical Industries Limited, headquartered in Israel—one of the top 30 pharmaceutical companies in the world.



**Rose Burcheri**  
Allard Johnson  
Communications



**Suzanne Gold**  
MECA Médicomm



**Deb Cooney**  
Medical Education  
Network

## People on the Move

### AD AGENCIES

#### Allard Johnson Communications

**Rose Burcheri**, formerly at Jeffrey Simbrow Associates, has joined Allard Johnson Communications as an Account Manager-Wellness Communications.

### PR AGENCIES

#### Meca Médicomm

**Suzanne Gold**, former Communications Specialist at the Jewish General Hospital in Montreal, Broadcast Copywriter and Print Journalist, has joined MECA Médicomm Public Relations (Toronto) as a Senior Account Executive.

### SUPPLIERS

#### Medical Education Network

**Deb Cooney**, former Manager, at Bristol-Myers Squibb, has been appointed to the newly created position of Operations Manager, at Medical Education Network.

**CPM**



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