

People on the Move

PHARMA COMPANIES

Bristol-Myers Squibb

Jacques Dessureault, former General Manager, Med Plan, has been appointed Vice-President, Cardiovascular/Metabolic Business Unit, at Bristol-Myers Squibb.

James O. McPherson, former Regional Manager, CV/Metabolism in the Ontario Region, has been appointed Regional Manager, Sprycel, at Bristol-Myers Squibb.

Karen Ross, former Manager, Market Research, has been appointed Brand Manager, Plavix, at Bristol-Myers Squibb.

CAE Healthcare

Marilyn Powers, former Researcher with MPB Technologies, has been appointed Manager, Operations, at CAE Healthcare.

Lee Alexander Sciortino, former Senior Brand Manager, Gleevec, at Novartis, has been appointed Director of Sales & New Business with CAE Healthcare.

Hoffmann-LaRoche

Graham Watson has been appointed Product Manager, Rheumatoid Arthritis Business Unit, at Hoffmann-LaRoche.



Jacques Dessureault
Bristol-Myers Squibb



James O. McPherson
Bristol-Myers Squibb



Karen Ross
Bristol-Myers Squibb



Marilyn Powers
CAE Healthcare



Lee Alexander Sciortino
CAE Healthcare



Graham Watson
Hoffmann-LaRoche



Joseph Guido
Novartis
Pharmaceuticals



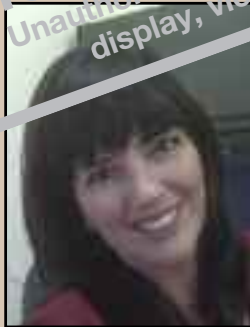
Carmen Pedro
Novartis
Pharmaceuticals



Nadia Turchetta
Novartis
Ophthalmics



Anna-Maria Grbovic
Paladin Labs



Christine Poulin
Paladin Labs

Novartis

Joseph Guido, former Director/Team Lead of Enterprise Web Services (EWS) with Novartis Pharmaceuticals Corporation, East Hanover, New Jersey, has been appointed Director of Information Technology, at Novartis Pharmaceuticals Canada.

Carmen Pedro, former Manager, Marketing Intelligence, Marketing & Sales Capabilities, has been appointed Manager, Reimbursement Strategy, Health Policy-Market Access, at Novartis Pharmaceuticals Canada.

Nadia Turchetta, former Associate Brand Manager, Rasilez, at Novartis Pharmaceuticals, has been appointed Associate Brand Manager, Lucentis, at Novartis Ophthalmics.

Paladin Labs

Anna-Maria Grbovic, former Associate Product Manager, has been promoted to Product Manager, Testim and Trelstar LA, at Paladin Labs.

Christine Poulin, former Director of Marketing, at Theratechnologies, has been appointed Group Product Director, Urology, at Paladin Labs.

Pfizer

Kristian Stubbs, former Senior Manager, Marketing Effectiveness, has been appointed Specialty District Manager, Oncology, Eastern Canada, at Pfizer.

Schering-Plough

Enza Cignarella, former Senior Brand Manager, Diovan, at Novartis Pharmaceuticals, has been appointed Group Product Manager & Regional Project Manager-Team Leader, Immunology, at Schering-Plough.

Christian Fulham, former Cardiovascular Sales Manager has been appointed Area Sales Director, Women's Health, at Schering-Plough.

Regan McKinney, former Product Manager, Cardiovascular, has been appointed Regional Sales Manager, Cardiovascular, at Schering-Plough.



Kristian Stubbs
Pfizer



Enza Cignarella
Schering-Plough

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Announcement

Joseph Knott, CEO of the Pangaea Group of Companies, is pleased to announce that Tom Callon and Normand Dumoulin have accepted appointments within the organization.



Tom Callon

In his new position as Market Analyst, Pangaea Trade & Logistics, Mr. Callon will be specializing in turning data into information, focused on Rx and OTC Category sales and performance analysis.



Normand Dumoulin

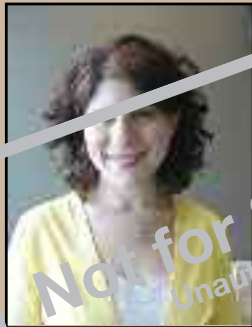
In his new position as Director, Pangaea Customized Consulting, Mr. Dumoulin will be capitalizing on his diverse background and breadth of experience in Quebec to bring clients his expertise in strategic lobbying, sales force management, continued health education and professional development.



Daisy Giagkou
Stiefel



Maria Rossetti
Stiefel



Andrea Segal
Allard•Johnson



Melisa Barrilli
Antibody Healthcare
Communications



Emanuelle Blais
Antibody Healthcare
Communications

Stiefel

Daisy Giagkou, former Market Research Analyst, has been appointed Associate Product Manager, at Stiefel.

Maria Rossetti has been appointed Market Research Analyst, at Stiefel.

Ad AGENCIES

Allard•Johnson Communications

Andrea Segal, formerly with Jeffrey Simbrow Associates, has been appointed Account Executive, Wellness Group, at Allard•Johnson Communications in Toronto.

Antibody Healthcare Communications

Melisa Barrilli has been appointed Associate Creative Director, at Antibody Healthcare Communications.

Emanuelle Blais has been appointed Product Specialist, at Antibody Healthcare Communications.

Antibody Healthcare Communications Cont'd

Sarah Campbell has been appointed Medical Associate, at Antibody Healthcare Communications.

Josh Reynolds has been appointed Group Product Director, at Antibody Healthcare Communications.

Maritz Canada

Cheryl Clarke has been appointed Client Services Business Manager, Atlantis Creative Group, at Maritz Canada.

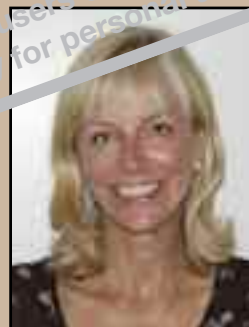
Dr. Meenakshi Kashyap has been appointed Scientific Advisor, Medical Marketing Team, Atlantis Creative Group, at Maritz Canada.



Sarah Campbell
Antibody Healthcare
Communications



Josh Reynolds
Antibody Healthcare
Communications



Cheryl Clarke
Maritz Canada



**Dr. Meenakshi
Kashyap**
Maritz Canada



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Medzyme



Colin Dickey
Sudler & Hennessey



Michel Dupuis
Sudler & Hennessey

Sudler & Hennessey

Colin Dickey, former Managing Director, Sudler & Hennessey/MarketForce, has been appointed Managing Director, Sudler & Hennessey Canada.

Michel Dupuis, former Director, Client Services Latin America, at IMS Health, has been appointed Managing Director, Sudler & Hennessey, Montreal.



Announcement

Dan Denomme, President of Jeffrey Simbrow Associates (JSA), is pleased to announce the appointment of Elly Miller to Vice-President & Creative Director and Lysa Shaw to Vice-President, Client Services.



Elly Miller

Elly brings a 20-year advertising career to JSA. She began her career with Ogilvy & Mather as a copy writer and has since taken on increasing roles and responsibilities from Creative Director at PCB/Ronalds-Reynolds to Vice-President, Creative Group Head with Saatchi & Saatchi. After a four-year international assignment in Tokyo as Chief Creative Officer with JWT, she returned to Canada with Grey Canada.

Her client list has included American Express, Shell Canada, Procter & Gamble, Pfizer, Toyota, Smirnoff, Kellogg's and Taylor Made, to name but a few. Elly joins JSA as Vice-President and Creative Director.



Lysa Shaw

Prior to joining JSA, Lysa held a Vice-President position at Medicus for over five years. She has partnered with clients to help grow their business in a wide range of therapeutic areas, including osteoporosis, anti-infectives, Parkinson's disease, multiple sclerosis and cardiovascular diseases. As Vice-President, Lysa will actively participate in strategic management decisions and provide strong leadership and mentoring of cross-functional teams.