

# People on the Move

## PHARMA COMPANIES

### Abbott Laboratories

**Eric Chenier**, former Associate Training Manager, has been promoted to Product Manager, Pediatric Biaxin, at Abbott Laboratories.

### Lundbeck

**Dan Léger**, former Team Leader & Product Manager, Cipralext, has been promoted to Director of Marketing, at Lundbeck Canada. In leading the Marketing Function, Dan will oversee both the psychiatry and neurology brands, plus Continuing Health Education (CHE).

**Dan McCarthy**, former Product Manager, Ebixa, at Lundbeck Canada, has been assigned to the Lundbeck Head office in Copenhagen, Denmark, as Global Brand Manager for New Products in the field of neurology.

### Pfizer

**Chantale Couture**, former Senior Manager, Promotional Management, at Pfizer Canada, has been promoted to Marketing Director, Africa/Middle-East Region for Pfizer and will be located in Dubai.

**Marie-France Deslauriers**, former Therapeutic CHE Manager, has been promoted to Senior Therapeutic CHE Manager, Specialty Products, at Pfizer.

**Daniel Forgues**, former District Manager, North Shore, Quebec, has been appointed Product Manager, Aricept and Spiriva, at Pfizer.



**Eric Chenier**  
Abbott Laboratories



**Dan Léger**  
Lundbeck



**Dan McCarthy**  
Lundbeck



**Chantale Couture**  
Pfizer



**Marie-France  
Deslauriers**  
Pfizer



**Daniel Forgues**  
Pfizer



**Dawn Henson**  
Pfizer

## *People on the Move*

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### **Pfizer Cont'd**

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**Dawn Henson**, former Product Manager, Cardiovascular, has been appointed Product Manager, Zeldox, at Pfizer.

**Sophie Maheo**, former Product Manager, Cardiovascular, has been appointed Product Manager, Champix, at Pfizer.

**Kristian Stubbs**, former Senior Product Manager, Oncology, has been promoted to Senior Manager, Promotional Management, at Pfizer.

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### **sanofi aventis**

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**Anne-Marie Deslauriers**, former Senior Brand Manager, Altace HCT, has been appointed Senior Brand Manager, Diabetes, at sanofi aventis.

**Richard Gregoire**, former Director Marketing, Joint-Venture Portfolio, has been appointed National Director, Strategic Partnerships, at sanofi aventis.

**Garett Gustafson**, former Director Marketing, Metabolism, has been appointed Director, Sales and Marketing, Actonel, at sanofi aventis.



**Sophie Maheo**  
Pfizer



**Kristian Stubbs**  
Pfizer



**Anne-Marie  
Deslauriers**  
sanofi aventis



**Richard Gregoire**  
sanofi aventis



**Garett Gustafson**  
sanofi aventis

## People on the Move

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### Schering-Plough

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**Mathieu Paquette**, former Product Manager, Glucagen and Pennsaid, at Paladin Labs, has been appointed Product Manager, Hydrasense and Healthcare Professional Marketing, Consumer Health Care, at Schering-Plough.



**Mathieu Paquette**  
Schering-Plough

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### Smith & Nephew

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**Gina Berardinucci**, previously Clinical Sales Consultant with 3M, has been appointed Regional Sales Manager, Quebec and Atlantic, at Smith & Nephew.



**Gina Berardinucci**  
Smith & Nephew

**Peter Gardner**, former Regional Sales Manager, Ontario, has been promoted to National Sales Manager, at Smith & Nephew.



**Peter Gardner**  
Smith & Nephew

**Paul Hutton**, former Territory Sales Manager, Ontario, has been promoted to Regional Sales Manager, Ontario, at Smith & Nephew.



**Paul Hutton**  
Smith & Nephew

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### TEVA Neuroscience

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**Steve Kost**, former Account Director, Wellness Group, at Allard-Johnson Communications, has been appointed Product Manager, Multiple Sclerosis Market, at TEVA Neuroscience.



**Steve Kost**  
TEVA Neuroscience

**Cristine Lamoureux**, former Customer Manager, Hospitals and Clinics, at Pfizer, has been appointed Lead, Continuing Medical Education Programs, at TEVA Neuroscience.



**Cristine Lamoureux**  
TEVA Neuroscience

**Erick Shields**, having previous experience in Sales and Marketing Management with Abbott Laboratories, Schering-Plough and Actelion Pharmaceuticals, has joined TEVA Neuroscience as Director, Therapeutic Affairs.



**Erick Shields**  
TEVA Neuroscience

Cont'd on page 63 →

## People on the Move

### AD AGENCIES

#### Antibody

**Vivian Diamantouras**, has joined ANTIBODY as an Art Director.

**Rachel Dudley** has joined ANTIBODY as a Medical Associate.

#### BOOM Works

**Dave Johnston**, former Creative Director at Anderson DDB, has joined BOOM Works as Creative Director.

**Dawn Kackley**, former Creative Director, has been promoted to Executive Creative Director, at BOOM Works.



**Vivian Diamantouras**  
ANTIBODY



**Rachel Dudley**  
ANTIBODY



**Dave Johnston**  
BOOM Works



**Dawn Kackley**  
BOOM Works



## BOOMER TAKES THE 401 WEST

Along with early retirement.

BOOM partner/co-founder Judy Malone (with Tasha) is leaving the agency to pursue all those things in life that get put off during a 30-year career in advertising, public relations, and journalism.

Both Jamie Fisher, president and co-founder, and Judy are pleased to announce agency creative director Dawn Kackley has been appointed Executive Creative Director. She is joined by Dave Johnston, arriving

from his position as Creative Director at Anderson Advertising. (See next issue of CPM) "I've known and worked with Dawn and Dave for many years, and am delighted to pass the torch to two exceptional creative talents," says Malone.

Moving through senior executive positions at various agencies, to general manager, and finally to agency ownership, Malone is a veteran of both Toronto and Montreal consumer and healthcare advertising worlds. She credits her success, and in particular the huge success of BOOM – now a leading healthcare agency in Canada – to both the "creative" clients she has worked with through the years, and the "really inspiring people I have worked alongside, most especially Jamie Fisher, whose vision and drive will take BOOM to the next level."

Malone will be relocating to Toronto – and other more exotic locales.

Like any other early retiree, she doesn't discount the notion of a consultant shingle on her new front door.

With BOOM as her first client.



## People on the Move



**Ian Gregoire**  
LXB Communication  
Marketing



**Patricia Rioux**  
LXB Communication  
Marketing



**Jennifer Barbusci**  
Ogilvy Healthworld



**Kerry Linington**  
Ogilvy Healthworld



**Lizanor Barrera**  
Communications  
MECA



**Fiona Story**  
Communications  
MECA



**Martin Robert, PhD**  
Healthcare Information  
Technologies

### LXB Communication Marketing

**Ian Gregoire**, previously with Marketel, Cirque du Soleil and Caractera, has recently joined LXB Communication Marketing, as Graphic Designer/Studio Head.

**Patricia Rioux**, previously with Marketel and Braque, has been appointed Art Director, at LXB Communication Marketing.

### Ogilvy Healthworld

**Jennifer Barbusci**, former Account Executive, at Anderson DDB, has been appointed Account Manager, at Ogilvy Healthworld.

**Kerry Linington**, former Account Coordinator at bMod Communications, has been appointed Account Coordinator, at Ogilvy Healthworld.

## PR AGENCIES

### Communications MECA

**Lizanor Barrera**, former Account Executive at Manifest Communications in Toronto and local television host, has joined Communications MECA (Toronto), as a Senior Account Executive.

**Fiona Story**, Former National Communications Manager for CauseForce Inc., organizers of health-related fundraising events including "The Weekend to End Breast Cancer," has joined Communications MECA (Montreal), as Account Executive.

## SUPPLIERS

### Healthcare Information Technologies

**Martin Robert, PhD**, former Vice-President, Learning Strategy at ICAXon, has joined Healthcare Information Technologies, as Vice-President, Medical Communications.

**CPM**