

# People on the Move

## PHARMA COMPANIES

### Actelion

**Daniel Livernoche**, former Vice-President, Sales, Cardiology/Metabolism at sanofi-aventis and former Regional Sales Manager, Eastern Canada at ConvaTec, has been appointed to Director of Sales, Actelion Canada.



Daniel Livernoche  
Actelion



Brian Davies  
Novartis  
Pharmaceuticals

### Novartis Pharmaceuticals

**Brian Davies**, former Sales Consultant, has been appointed Business Analyst at Novartis Pharmaceuticals.

**Joe Franco**, former Senior Brand Manager, Cardiovascular, has been promoted to Associate Director, Integrated Account Management, Quebec, at Novartis Pharmaceuticals.

**Stuart Lourie**, former Brand Director, Rasilez, has been appointed Director, Cardiovascular/Metabolism Life Cycle Management, at Novartis Pharmaceuticals.

**Jeff Marchand**, former Director of Sales, Ontario, has been appointed Director of Marketing, Cardiovascular, at Novartis Pharmaceuticals.

**Oanh Nguyen**, former Brand Manager, Comtan & Stalevo, has accepted the position of Brand Manager, Multiple Sclerosis franchise, at Novartis Pharmaceuticals.



Joe Franco  
Novartis  
Pharmaceuticals



Stuart Lourie  
Novartis  
Pharmaceuticals



Jeff Marchand  
Novartis  
Pharmaceuticals



**Joseph Power**  
Novartis  
Pharmaceuticals



**Michael Siau**  
Novartis  
Pharmaceuticals



**Adam Bulow**  
Paladin Labs



**Maria Merianos**  
Paladin Labs



**Patrice Millaire**  
Paladin Labs



**Stella Ananthan**  
Pfizer



**Valérie Bard**  
Pfizer



**Joanne Bourret**  
Pfizer

### **Novartis Pharmaceuticals cont'd**

**Joseph Power**, former Marketing Intelligence Analyst, Oncology, has been promoted to Brand Manager, Vitalux/GenTeal, at Novartis Pharmaceuticals.

**Michael Siau**, former Director, Respiratory Marketing & Sales, has been appointed Assistant to the President & CEO, of Novartis Pharmaceuticals.

### **Paladin Labs**

**Adam Bulow**, former Financial Analyst at State Street Global Advisors, has been appointed Associate Product Manager, Pain, at Paladin Labs.

**Maria Merianos**, former Coordinator, Consumer Research, at J&J, has been appointed Marketing Coordinator, Pain, at Paladin Labs.

**Patrice Millaire**, former Product Manager, Kadian & Cesamet, Pain/Neurology, at Valeant, has been appointed Product Manager, Pain, at Paladin Labs.

### **Pfizer**

**Stella Ananthan**, former Senior Brand Manager, SPIRIVA, has been appointed Senior Brand Manager, CHAMPIX, at Pfizer Canada.

**Valérie Bard**, former Coordinator, Trade Relations, has been appointed Supply Chain Integrity & Operations Lead within the Established Products Business Unit, at Pfizer Canada.

**Joanne Bourret**, former District Sales Manager, has been appointed Senior Brand Manager, Pain Portfolio (CELEBEX & LYRICA) for Quebec, at Pfizer Canada.



**Marie Caron**  
Pfizer



**Ashley Coughlin**  
Pfizer



**Mary De Van Der Schueren**  
Pfizer



**Marc Garceau**  
Pfizer



**Rhonda Giberovitch**  
Pfizer



**Dina Khafagi**  
Pfizer



**Nancy Lahaie**  
Pfizer



**Isabelle Langelier**  
Pfizer

## **Pfizer cont'd**

**Marie Caron**, former Specialty Market Representative, has been appointed Institutional Key Account Manager for the Québec/Atlantic Region within the Established Products Business Unit, at Pfizer Canada.

**Ashley Coughlin**, former Brand Manager, ARICEPT & SPIRIVA, has been appointed Brand Manager, SPIRIVA, at Pfizer Canada.

**Penny Darragh**, former Brand Manager, PREMARIN, at Wyeth, has been appointed Senior Brand Manager, Pain Portfolio (CELEBREX & LYRICA) for Ontario, at Pfizer Canada.

**Mary De Van Der Schueren**, former HR Business Partner for Ontario Sales, has been appointed Brand Manager, ARICEPT & SPIRIVA, at Pfizer Canada.

**Marc Garceau**, formerly with Wyeth, has been appointed District Business Manager, Pharmacy within the Established Products Business Unit, at Pfizer Canada.

**Rhonda Giberovitch**, former Senior Product and Key Account Manager with Pharmascience, has been appointed Manager, Diversified Products within the Established Products Business Unit, at Pfizer Canada.

**Dina Khafagi**, former Database Manager at IMS Health, has been appointed Manager, Institutional Contracts within the Established Products Business Unit, at Pfizer Canada.

**Nancy Lahaie**, former Senior Brand Manager, Lyrica, has been appointed Marketing Director, CNS/Respiratory, at Pfizer Canada.

**Isabelle Langelier**, former National Account Manager, has been appointed Brand Manager, Arthrotec, Depo-Provera and Zmax within the Established Products Business Unit, at Pfizer Canada.





Sophie Maheo  
Pfizer



Darrell Oh  
Pfizer



Francesca Petrizzo  
Pfizer



Élodie Ramos  
Pfizer



Kul Riar  
Pfizer



Karine Trudel  
Pfizer



Julie Emond  
Roche Diagnostics



Olga Martin  
Roche Diagnostics

### **Pfizer cont'd**

**Sophie Maheo**, former Brand Manager, CHAMPIX, has been appointed Brand Manager, PRISTIQ, at Pfizer Canada.

**Darrell Oh**, former Promotional Manager, has been appointed Manager, Diversified Products within the Established Products Business Unit, at Pfizer Canada.

**Francesca Petrizzo**, former Learning and Development Coordinator/Analyst, has been appointed Institutional Access Analyst within the Established Products Business Unit, at Pfizer Canada.

**Élodie Ramos**, former Manager, Health Economics & Outcomes Research, has been appointed Medical Advisor within the Established Products Business Unit, at Pfizer Canada.

**Kul Riar**, former Senior Brand Manager, CELEBEX, has been appointed Senior Brand Manager, Pain Portfolio (CELEBEX & LYRICA), at Pfizer Canada.

**Karine Trudel**, former Brand Manager, CADUET & ACCUPRIL, has been appointed Brand Manager, Pain Portfolio (CELEBEX & LYRICA), at Pfizer Canada.

### **Roche Diagnostics**

**Julie Emond**, former Director of Sales, has been promoted to Senior Director of Sales, Diabetes Care, at Roche Diagnostics.

**Olga Martin**, former Regional Business Manager, Quebec, has been promoted to Regional Business Manager, Specialty Care, Quebec & Ottawa, at Roche Diagnostics.

## **Roche Diagnostics cont'd**

**Michael van Olm**, former Regional Business Manager, Alberta & Saskatchewan, has been promoted to Director of Sales, Corporate Accounts, at Roche Diagnostics.

## **Schering-Plough**

**Kelly Leinster**, former Diverse Brand Product Manager, has been appointed Product Manager, NuvaRing, Marvelon & Linessa, at Schering-Plough.

## **Servier**

**Lawrence Colsell**, former Project Manager, Osteoporosis, has been promoted to Field Sales Manager for the Montreal Region, at Servier Canada.

## **Teva Neuroscience**

**Michael Grubsztajn**, former Marketing Manager, at Convatec, has been appointed Product Manager, at Teva Neuroscience.

## **UCB**

**Craig Carmichael**, former Product Manager, Cimzia, has been promoted to Director of Marketing, at UCB.

**Mike Coughlin**, former Regional Manager, Abbott Laboratories, has been appointed Product Manager, Cimzia, at UCB.

## **AD AGENCIES**

### **Jeffrey Simbrow Associates**

**Darcy Kelley**, has joined Jeffrey Simbrow Associates, an inVentive Health Company, as Digital Strategist. Darcy comes with 15 years experience in strategy and innovation roles and worked most recently for Razorfish (Chicago) and Digitas (Detroit).



**Michael van Olm**  
Roche Diagnostics



**Kelly Leinster**  
Schering-Plough



**Michael Grubsztajn**  
Teva Neuroscience



**Craig Carmichael**  
UCB



**Mike Coughlin**  
UCB



**Darcy Kelley**  
Jeffrey Simbrow  
Associates



**Kathy O'Donnell**  
PAAB

## **LXB Communication Marketing**

**Mathieu Claise**, formerly of Optimum/Cossette, DDB Paris and journalist at the CBC, Télé-Quebec and the Canadian Press, has joined LXB Communication Marketing, as Account Director.

**Martin Fontaine**, formerly of Phœbus, Maelstrom and TELUS Super Pages, has joined LXB Communication Marketing, as a Graphic Designer.

**Marie-Claude Gendron**, formerly of Sid Lee, has joined LXB Communication Marketing, as Head Project Manager.

**Stephanie Larouche**, formerly of CKOI, has joined LXB Communication Marketing, as an Office Coordinator.

## **PAAB**

**Kathy O'Donnell**, a recent MBA graduate, joins the PAAB from the pharmaceutical industry where she worked for several years in a variety of areas including Medical Information, Sales and Medical Affairs. Kathy is a graduate of the Faculty of Pharmacy, University of Toronto and completed a hospital residency at Sunnybrook Health Sciences Centre, before returning to University of Toronto to pursue her Doctor of Pharmacy. **CPM**

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