

People on the move



Melissa Alfano
Académie Ogilvy



Mario Daigle
Allard-Johnson



Teresa Leclair
Anderson DDB



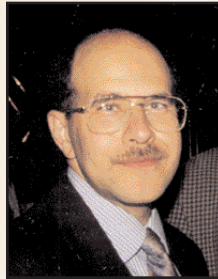
Susan Schrier
Anderson DDB



Dan Jordan
APL International



Paula Di Giovanni
Aventis Pharma



Reda Ayache
Aventis Pharma



Rob Hamilton
Biogen Canada



Kathryn Buck
bMod
Communications



Eric Frendo
bMod
Communications



Jacques C. Gagnon
bMod
Communications

Melissa Alfano, formerly part-time, has recently joined Académie-Ogilvy as a full-time Media Co-ordinator, while continuing her studies at Concordia University.

Mario Daigle has been promoted from Vice-President & General Manager of the Wellness Division, to Executive Vice-President of the entire agency in Montreal, at Allard-Johnson Communications.

Olimpia Di Sarro, formerly Account Manager at Euro RSCG, has recently been appointed Account Executive at Allard-Johnson Communications, Montreal.

Teresa Leclair, with Anderson DDB, Montreal, has been appointed Account Executive on Pfizer's Accupril® brand. She will continue to manage her Merck Frosst and Novartis accounts.

Susan Schrier, formerly with PharmaCommunications Direct Marketing, has recently been appointed Account Manager at Anderson DDB, Montreal.

Dan Jordan, formerly Group Director of Account Management at IMS Health, has joined APL International as Senior Consultant.

Paula Di Giovanni has been promoted from Brand Manager Marketing (Arava®) to Brand Manager Marketing (Altace®) at Aventis Pharma.

Reda Ayache, formerly Director, Business Development with Aventis Pharma, Canada, has been promoted to Director, Business Development, North America with Aventis Pharmaceuticals Inc. at their headquarters for North America in Bridgewater, New Jersey, U.S.A.

Rob Hamilton has been promoted from Marketing Director to President at Biogen Canada.

Deirdre Allan, founder of Live and Learn Interactive and formerly Senior Director of Client Services/Operations for I.C. Axon, has joined bMod Communications as Vice-President, e-Strategies.

Kathryn Buck, formerly Director of Client Services at Anderson Advertising and Canada Direct Marketing, has launched bMod Communications, a full-service health-care communications agency, with Eric Frendo.

Eric Frendo, with a background that includes over 15 years of pharmaceutical sales and marketing experience on both the industry and supplier side, has launched bMod Communications, a full-service health-care communications agency, with Kathryn Buck.

Jacques C. Gagnon, formerly Product Manager at Merck Frosst Canada and Pfizer Canada, and, most recently, Director, Business Development at APEX Communication Marketing, has been appointed Director, Business Development and Direct Marketing at bMod Communications.



Robin Mahon
bMod
Communications



Greg Buie
Bristol-Myers
Squibb



Tina Cantrill
Bristol-Myers
Squibb



Mary Conway
Bristol-Myers
Squibb



Louis Desgagné
Bristol-Myers
Squibb



Val Gladu
Bristol-Myers
Squibb



Sally Goodwin
Bristol-Myers
Squibb



Alexandre Grenier
Bristol-Myers
Squibb



Nathalie Guilbault
Bristol-Myers
Squibb



Anthony Mancini
Bristol-Myers
Squibb



Pat O'Leary
Bristol-Myers
Squibb



Kathryn Albert
EURO RSCG



Jacqueline Lanoix
EURO RSCG

Sarah Kroll has been appointed Account Supervisor at bMod Communications.

Robin Mahon, formerly of Académie Ogilvy and Publicité Anderson, has been appointed Senior Art Director at bMod Communications.

Greg Buie, formerly Associate Publisher and Director of Sales for MedActual at Rogers Media Healthcare & Financial Publishing, has been appointed Product Manager, Pharmacy Development at Bristol-Myers Squibb.

Tina Cantrill has been promoted from Product Manager, Plavix® to National Sales & Marketing Manager for Pentaspan® at Bristol-Myers Squibb.

Mary Conway, formerly Director of Marketing, Joint Venture Products, has been appointed Director of Marketing, Avapro® and Cefzil® at Bristol-Myers Squibb.

Louis Desgagné has been promoted from Marketing Manager, Anti-infectives and CNS Products, to National Sales Director, Institutional Business at Bristol-Myers Squibb.

Val Gladu, formerly Business Unit Director, Western & Atlantic Canada, has been promoted to Commercial Director, Pharmacy Development at Bristol-Myers Squibb.

Sally Goodwin, formerly Product Manager, Pharmacy Development, has been promoted to Regional Sales Manager (Quebec) at Bristol-Myers Squibb.

Alexandre Grenier has been promoted from Associate Product Manager, Cefzil®/Tequin®, to Product Manager, Maxipime® at Bristol-Myers Squibb.

Nathalie Guilbault, formerly Product Manager, Exelon® at Novartis Pharmaceuticals, has recently been appointed Product Manager, Cefzil® at Bristol-Myers Squibb.

Anthony Mancini, formerly Marketing Manager, Vanlev™, has been promoted to Director of Marketing, Plavix® at Bristol-Myers Squibb.

Pat O'Leary, formerly Product Manager, Cefzil®, has been promoted to Product Manager, Tequin® at Bristol-Myers Squibb.

Kathryn Albert, formerly Manager, Strategic Research Operations with P/S/L Consulting Group, has been appointed Account Manager at Euro RSCG, Montreal.

Jacqueline Lanoix, formerly freelance writer for Biovet (St-Hyacinthe) and medical and proposal writer with I.C. Axon, has been appointed Senior Medical Writer at Euro RSCG, Montreal.



Anne Lamoureux
EURO RSCG



Ed Stapor
EURO RSCG
MetaMax



Warner Biddle
Novartis
Pharmaceuticals



Francis Bouchard
Novartis
Pharmaceuticals
SAS



Dr. Amy Brice
Novartis
Pharmaceuticals



Kyle Steiger
Novartis
Pharmaceuticals



Mike Braun
Pfizer



Joe Caruso
Pfizer



**Carole
Desrosiers**
Pfizer



Garrett Gustafson
Pfizer



Wayne Havlena
Pfizer



**Vickie
Laurendeau**
Pfizer

Anne Lamoureux, formerly Director, Client Services with Publicis Wellcare (Rx Pharmaceutical & OTC Group), has been appointed Senior Account Director at Euro RSCG, Montreal.

Ed Stapor, formerly Senior Vice-President & Management Supervisor with Lally McFarland & Pantello, N.Y., has been promoted to Executive Vice-President, Director of Client Services, Worldwide Team Leader at Euro RSCG MetaMax, N.Y.

Robert Davies, formerly Vice-President, Sales, has been promoted to Vice-President, Health Education Services at Merck Frosst.

Dawn Graham, formerly Director of Health Policy (Western Region), has been promoted to Executive Director, Sales at Merck Frosst.

Gregg Szabo, formerly Director, Corporate Affairs (Central Region), has been promoted to Executive Director, Corporate Affairs at Merck Frosst.

Warner Biddle, formerly Global Brand Manager, Elidel® with Novartis AG (Basel, Switzerland), has been promoted to Director, Marketing-Neurosciences at Novartis

Pharmaceuticals, Canada.

Francis Bouchard, formerly Vice-President, Sales with Novartis Pharmaceuticals Canada, has been promoted to Head of Marketing and Sales, Primary Care, France, with Novartis Pharmaceuticals SAS.

Dr. Amy Brice, formerly Global Brand Manager and Communications Manager in the cardiovascular franchise (diabetes and hypertension) at Novartis AG (Basel, Switzerland), has been promoted to Senior Brand Manager, Zometa® within the Oncology Business Unit at Novartis Pharmaceuticals Canada (Montreal).

Kyle Steiger, formerly Business Analyst, Marketing Intelligence, and Associate Product Manager, Zelnorm®, has been promoted to Product Manager, Zelnorm at Novartis Pharmaceuticals.

Johanna Shulman, formerly Product Manager, Femera® with Novartis Pharmaceuticals Canada, has been promoted to Product Manager, Gleevec® at Novartis Pharmaceuticals Corporation, New Jersey, U.S.A.

Mike Braun, formerly District Sales Manager (Eastern Ontario & Atlantic Provinces), has been promoted to Senior Product Manager, Lipitor® at Pfizer.

Joe Caruso has been promoted from Associate Product Manager, FemHRT®, to Product Manager, Viagra® (DTCA) at Pfizer.

Carole Desrosiers has been promoted from Senior Product Manager, Celebrex®, to Team Leader, Ophthalmology at Pfizer.

Garrett Gustafson, formerly Senior Manager, Medical Communications, Cardiovasculars, has been promoted to Product Manager, Lipitor® at Pfizer.

Wayne Havlena, formerly Sales Representative and Market Research Manager, has been promoted to Product Manager, Viagra® at Pfizer.

Vickie Laurendeau has been promoted from Project Co-ordinator, Fieldforce Effectiveness, to Fieldforce Effectiveness Manager at Pfizer.



Bruce MacDonald
Pfizer



Sylvie Perigny
Pfizer



Derek Sadko
Pfizer



Mike Smith
Pfizer



Chris Lowery
Pharmascience Inc.



Denis Bilodeau
Phase 4 Health



John McCormick
Phase 4 Health



Adam Cole
Phase 4 Health



Pierre Des Rochers
Roche
Diagnostics



Neil Abbott
Jeffrey Simbrow
Associates



Karen Marriner
Tamarind
Healthcare
Communications

Bruce MacDonald, formerly Senior Manager, Reimbursement Strategy, Government and Public Affairs, has been promoted to Team Leader, Oncology at Pfizer.

Sylvie Perigny, formerly Senior Product Manager, Relpax® and Pregabalin®, has recently been appointed Senior Product Manager, Coxib® Portfolio at Pfizer.

Derek Sadko has been promoted from Team Leader, Neuroscience-Psychiatry, to Director, Fieldforce Operations & Effectiveness at Pfizer.

Mike Smith, formerly a Brand Manager with Pfizer Consumer Products (Toronto), has been appointed Product Manager, Viagra® at Pfizer.

Chris Lowery, recently Product Manager, Comtan® with Novartis Pharmaceuticals Canada Inc., has joined Pharmascience Inc. as Product Manager, Cardiovasculars and Cholesterol Reducers.

Denis Bilodeau, formerly with MedecoNovo Research, has been appointed Director, Clinical Programs and Services at Phase 4 Health and will set up the company's Montreal office.

John McCormick, formerly with MedecoNovo Research, has been appointed Associate at Phase 4 Health.

Adam Cole, formerly president of OPTIUM Digital Solutions Inc., has been appointed Director IS/CTO at Phase 4 Health.

Pierre Des Rochers, formerly Product Manager, Lipitor® at Pfizer, has been appointed Market Leader, Disease Management for Near Patient Testing at Roche Diagnostics.

Christine Tadgell, formerly Product Manager, Lipitor® with Pfizer Canada, has been appointed International Product Manager at Sanofi-Synthelabo's worldwide headquarters in Paris, France.

Georges Pigeon, formerly Marketing Director, Pharmaceutical Care, has been appointed Marketing Director, OTC Products at Schering.

Alex Reyes, formerly Strategic Planning Manager, has been promoted to Sales and Marketing Manager, Integrilin® at Schering.

Gary Thiessen, has been promoted from Vice-President, Market Access, to Vice-President, Pharmaceutical Care at Schering.

Neil Abbott, formerly Chief Operating Officer with Yang Genomic Laboratories Corporation, has recently been appointed Account Director with Jeffrey Simbrow Associates, Montreal.

Karen Marriner, formerly Media Director at DKY Communications-Pharma, has been appointed Office Manager at Tamarind Healthcare Communications.