

People ON THE MOVE

Pharma

Melissa Clark has been named director, consumer media solutions at Novartis. Clark, a Top 25 Marketer of the Year in 2008, most recently was a director of integrated consumer marketing for the company's CVM franchise.

Noven Pharmaceuticals named **Andrew Panagy** as vice president, marketing and sales, overseeing all marketing and sales activities at Noven Therapeutics and Novogyne Pharmaceuticals (Noven's joint venture with Novartis). Panagy previously held various senior marketing roles at Wyeth and Pfizer/Parke-Davis.

Cephalon executive vice president of worldwide pharmaceutical operations **Robert Roche Jr.** has resigned, effective Feb. 5. Cephalon expects to name a successor shortly.

Media / Research

Angela Federici was named managing director, marketing research for Beacon Healthcare Communications' Strategic Planning & Insights Practice. She was previously senior vice president, pharma practice lead, at Millward Brown.

Decision Resources promoted **Mark Bard** to its senior management team as chief commercialization officer. Bard, who was president of Manhattan Research (which Decision Resources previously acquired), will work with the leadership teams of the firm's various business units to drive overall revenue for the company. **Joe Farris** succeeds Bard as president of New York-based Manhattan Research.

Everyday Health appointed **Jenny Sucov** to the newly created position of vice president of editorial. Sucov will lead the editorial strategy for EverydayHealth.com, Revolution Health and CarePages. She was previously the editorial director for *Prevention Magazine's* special interest publications.

Stephanie Dolgoff was named special projects director at *Health* magazine. Dolgoff was previously the features director at *SELF* magazine.

Agency

Charlie Russell joined DWA Healthcare Communications Group, a full-service healthcare education and marketing solutions provider, as director, corporate marketing and innovation. He joins from Eli Lilly & Co. where he led the development of *Managing Your Diabetes* patient education system and served as a marketing consultant, providing fundamental tactical planning as well as creative and production direction for more than 15 critical brands.

Digitas Health named **Gautam Gulati** vice president / group director in its science and medicine department. Previously, Dr. Gulati was a life sciences strategy consultant with The Frankel Group and a co-founder of Medical Acumen, a



Angela Federici



Gundars Jegers



Eileen O'Brien



Mark Bard

medical market research and thought leader communications firm.

Relationship marketing agency Siren Interactive has named **Eileen O'Brien** as director of search & innovation and **Gundars Jegers** as creative director. O'Brien, who has 14 years of digital healthcare marketing experience and will be based in Philadelphia, previously worked at Compass Healthcare Communications, a digital pharma agency. Jegers led the digital creative team in Chicago for JWT Inside, and has worked for clients such as Abbott, Boehringer Ingelheim and AstraZeneca, among others. Siren Interactive focuses on understanding the behaviors of patients and physicians dealing with chronic rare diseases.

Draftfcb Healthcare has named **Rich Levy** as executive vice president, chief creative officer. He was previously with GSW Worldwide as executive creative director.

AbelsonTaylor promoted **Lynnette Hunter** to senior account supervisor and **Katerina Babinski** to senior account executive, new business. Hunter will be responsible for products in the diabetes and insomnia areas. Babinski, previously account executive, new business for the agency, has expanded responsibilities in the area of business development. Babinski has had experience in new-product launches, media planning and market research, and has worked extensively on products in the oncology area.

Richard Nordstrom stepped down as chief executive officer of McCann Healthcare Worldwide. His position is not being filled, but rather the agency will be led by a new office of the CEO, composed of **Marci Piasecki**, chief executive officer of Torre Lazur; **Maureen Regan**, managing partner of RCW Group; **David Bachmann**, chief financial officer of McCann Healthcare Worldwide, and **John Cahill**, president of McCann Healthcare EMEA and Asia Pacific.



Lynnette Hunter



Katerina Babinski



Melissa Clark