

People

ON THE MOVE

Charlene Horvath Leitner has left her post as senior director, diabetes marketing with sanofi-aventis to join healthcare agency HealthEd as vice president, strategic planner.

Porter Novelli named chief medical officer **Barbara DeBuono**, MD to lead its global healthcare

practice as global director of health and social marketing.

Susan Hayes rejoins the public relations firm from her eponymous company, S. Hayes Consulting, as a partner managing the Novartis business. **Cheryl Nigro** also joins from her own firm, Rethink LLC, to become EVP, leading the Merck accounts. Leading health information firm Remedy Health Media named **Jan Studin** as executive vice president, sales and marketing, leading the efforts across all of the company's platforms and properties. She was previously vice president of sales at BettyConfidential.com, a leading online women's magazine.

AbelsonTaylor named **Nancy Drescher** as SVP, director of client services, responsible for running the agency's account services department. During her 20-year career on both the client and agency side, she has worked on such brands as Actos, Lipitor, VESicare, Abbott dyslipidemia, Astellas anti-infective, and Vertex HCV accounts. The agency also promoted **Beth Lodge** from account supervisor to senior account supervisor and **Deika Abdi** from account executive to senior account executive, both working on a cardiovascular brand.

NATREL Communications, a healthcare advertising agency, hired **Nicole DeBiase** as account group supervisor. She was most recently a manager in the iMarketing group at Novartis Oncology. **Jennifer Stutz** has been promoted by the agency from traffic coordinator to account executive.

Draftfcb Healthcare's digital division, dDFCB, hired **Martin Laiks** as executive vice president, managing director. He was most recently managing director at G2's health and wellness practice. **Ross Thomson** joined Roska Healthcare Advertising as chief creative officer from Vox Medica, where he was chief ideation officer. Intouch Solutions, a full-service pharmaceutical digital marketing agency, hired **David Windhausen** as its newest senior vice president. He was previously president/managing partner at Trabon Solutions, a custom application development firm.



Charlene Horvath
Leitner



David Windhausen



Jennifer Accumanno



Wayne Powers

Concentric Pharma Advertising, an independent healthcare advertising agency, appointed **Rebecca Greenberg** as senior vice president, account director, responsible for managing key accounts. With 19 years of healthcare marketing experience, Greenberg joined from The Cement Bloc, a full-service health and wellness communications agency. She has focused largely on marketing specialty products for treatment of HIV, multiple sclerosis and cardiovascular disease, including leading such brand launches as Cardizem LA, Intelence, Prezista, and Novartis MS products.

HealthEd, a specialized agency, has made a number of recent appointments, including: **Mike Brzowski** as chief strategy officer, from his previous role at Draftfcb as executive vice president of customer relationship marketing; **Sonja "Sunny" Foster-Storch** as executive vice president, managing director, coming from The CementBloc where she led the market development and marketing strategy team; **Paul Steiner** as executive vice president, managing director for Encore, HealthEd's sister company, also from Draftfcb, where he was senior vice president, director of customer relationship marketing.

Jennifer Accumanno and **Michelle Yered** became senior account executives with HealthEd. Accumanno was previously an account executive for Vogel-Farina, a full-service healthcare agency acquired by Grey Healthcare Group in 2006. Yered was most recently an account executive for healthcare service firm Integrated Communications Corp. HealthEd also named **Elizabeth Burnston** as marketing assistant, a recent graduate from Rowan University. **Meghan Reilly** was promoted from assistant account executive to account executive, account services.

Wayne Powers left his post as a president of the Time Inc. Media Group to join Yahoo! as senior vice president, advertising sales for North America. **David Laird** has left Yahoo!, where he was senior manager, B2B marketing insights, to join DirecTV as senior director, ad sales research.