

BI & DSI Are Proud To Have Partnered On Our Clients' Recent Brand Initiatives



Brand Institute & Drug Safety Institute Have Many New Announcements



Jim Dettore
President & CEO, BI

Jerry Phillips R.Ph.,
President, DSI
(Former Assoc. Dir., FDA ODS/DMETS)

New Hires & Executive Promotions

BI NEW EXECUTIVES

Gary Martin
BI Managing Director: Western Division
Mr. Martin was formerly Managing Director of Interbrand Wood Healthcare and has spent 12 years with the Wood Healthcare organization. He has been associated with some of the world's most powerful brands, including Viagra and Celebrex.

Jeanette C. Fritzky, M.B.A., R.Ph.
BI Managing Director: San Francisco
Ms. Fritzky was formerly Vice President of Global Marketing with Chiron Corporation, and she has worked with Matrix Pharmaceuticals, Roche Laboratories, Sanofi Winthrop and Lederle Laboratories.

BI EXECUTIVE PROMOTIONS

Robert J. Recobs, M.S., R.Ph.
BI Vice President: New York
Mr. Recobs was formerly Managing Director of BI - N.Y. He has also worked with Merck Sharp & Dohme and MED Communications. He has 30 years of experience in pharmaceutical management.

William Johnson
BI Managing Director: New York
Mr. Johnson was formerly Director of Brand Development for BI - N.Y. and Market Research Manager for BI - Miami. He was formerly with Harvard Pilgrim Health Care and Harvard Medical School.

Alison Cady
BI Creative Director: New York
Ms. Cady was formerly Manager and Director of Brand Development for BI - N.Y. She has worked in marketing with Addison Whitney and Saks Fifth Avenue.

Eleni Maria Koulmentas, M.D.
BI Director, Brand Development: New York
Dr. Koulmentas was formerly Associate Director of Brand Development for BI - N.Y., and she was a physician at New York Hospital Medical Center.

Dominick J. Cirigliano
BI Director, Brand Development: New York
Mr. Cirigliano was formerly Manager of Brand Development for BI - N.Y. and Manager of Brand Development for BI - Miami.

Shahram Teimouri
BI Director, Brand Development: New York
Mr. Teimouri was formerly Associate Director of Brand Development for BI - Miami. He has worked in global marketing with Verizon, Sprint, USA Today, Home Depot, the USDA and Inova Healthcare Systems.

Craig A. Kovera, Ph.D.
BI Director, Regulatory Affairs: New York
Dr. Kovera was formerly the Market Research Director for BI - Miami, where he was responsible for regulatory safety research.

Paul J. Welch, R.Ph.
BI Managing Director: Raleigh
Mr. Welch was formerly Director of Brand Development for BI - Raleigh. He has worked with GlaxoSmithKline, Procter & Gamble Pharmaceuticals and Eckerd Drug.

Lindsey Boseman
BI Associate Director, Brand Development: Raleigh
Ms. Boseman was formerly Manager of Brand Development for BI - Raleigh.

Scott Henderson
BI Director, Brand Development: San Francisco
Mr. Henderson was formerly Associate Director for BI - San Francisco and Manager of Brand Development for BI - Miami.

Courtney Allen
BI Director, Brand Development: San Francisco
Ms. Allen was formerly Associate Director for BI - San Francisco. She also worked with the Microsoft European Operations Centre, Guess Incorporated, Gap Incorporated and Fox Television Studios.

Julie Berthelot, Pharm.D., RAC
BI Managing Director: Switzerland
Dr. Berthelot was formerly the Creative Manager for BI - Miami. She also worked with Johnson & Johnson and Janssen-Cilag in France. She possesses the RAC (EU) from RAPS.

Didier Steutelings
BI Director, Brand Development: Switzerland
Mr. Steutelings was formerly Associate Director for BI - N.Y. He has also worked with Aventis, Organon, Bayer and Novartis.

Recent Brand Initiatives

