



# PUBLICIS SELLING SOLUTIONS

## PRESS RELEASE

**Contact:**

Betsy Lane, Vice President, Marketing  
**Publicis Strategic Solutions Group**  
(609) 896-4704  
[BLane@psellingsolutions.com](mailto:BLane@psellingsolutions.com)

**For immediate release**

### **Publicis Selling Solutions Announces Recent New Hires**

**LAWRENCEVILLE, NJ – May 20, 2009** – Publicis Selling Solutions, a leading provider of sales, service, and clinical teams for biopharma, today announced several recent new hires. Publicis Selling Solutions is a Publicis Strategic Solutions Group company.

**Ed O'Brien has been hired as Director of Human Resources.** Prior to joining Publicis Selling Solutions, Ed was Director of Human Resources for Icon Clinical Research.

**Christina DiBiase has been hired as National Sales Director, managing a new sales team for a leading pharmaceutical company client.** Ms. DiBiase was formerly Director of Sales at Johnson & Johnson Consumer Healthcare Products.

**Mark Sobray has been hired as National Business Director for a new customer service team that will be launching this year.** Mr. Sobray previously worked for Wyeth Consumer Healthcare as Vice President, Medical Sales & Marketing.

**Mary Cherubini has been hired as Client Services Director.** Previously, Ms. Cherubini was Manager, Decision Support Systems, Business Operations, and Analytics at Johnson & Johnson.

**Heather Roth has been hired as Training Manager.** Ms. Roth was formerly with Vox Medica as Senior Manager of Training and Development.

**For more information, please contact Chris Dowd at (609) 896-4764 or visit our website at [www.pSellingSolutions.com](http://www.pSellingSolutions.com).**



### **About Publicis Selling Solutions**

Publicis Selling Solutions provides sales teams and support services to pharmaceutical and biotech companies nationwide. The industry's most experienced biopharma sales professionals, the company offers a comprehensive range of sales teams, including specialty, biotech, hospital, primary care, customer service, and blended sales forces. Additionally, it provides clinical health educators, managed markets account directors, and vacant territory management. The organization is part of the Publicis Healthcare Communications Group. Telephone: (609) 896-4700. Website: [www.pSellingSolutions.com](http://www.pSellingSolutions.com)

### **About Publicis Strategic Solutions Group**

Publicis Strategic Solutions Group (PSSG) aligns four high-performing Publicis message delivery companies—Publicis Selling Solutions, Scientific Voice, Pharmagistics, and Arista Marketing Associates—under one cohesive leadership team. PSSG provides a comprehensive array of multi-channel message delivery solutions—from field teams to virtual representatives, and from speaker bureau management to sample compliance. More importantly, PSSG provides the power and intellect to create and implement a flexible, highly customized message delivery mix designed to match any product situation from prelaunch to late life cycle. Websites: [www.pSellingSolutions.com](http://www.pSellingSolutions.com), [www.ScientificVoice.com](http://www.ScientificVoice.com), [www.Pharmagistics.com](http://www.Pharmagistics.com), [www.AristaMktg.com](http://www.AristaMktg.com)

### **About Publicis Healthcare Communications Group**

Publicis Healthcare Communications Group (PHCG), a member of Publicis Groupe SA, is one of the largest healthcare communications groups in the world with over 2,700 employees located in 10 countries. Worldwide healthcare services include advertising, medical education, sales and marketing, and medical and scientific affairs. PHCG offers its clients a strategic partnership, a strong focus on ensuring value for their marketing spend, and exceptional performance on their assignments. Website: [www.PublicisHealthcare.com](http://www.PublicisHealthcare.com)

**Publicis Groupe** (Euronext Paris: FR0000130577) is the world's fourth largest communications group. In addition, it is ranked as the world's second largest media counsel and buying group, and is a global leader in digital and healthcare communications. With activities spanning 104 countries on five continents, the Groupe employs approximately 44,000 professionals. The Groupe offers local and international clients a complete range of communication services, from advertising, through three autonomous global advertising networks, Leo Burnett, Publicis, Saatchi & Saatchi and two multi-hub networks, Fallon and 49%-owned Bartle Bogle Hegarty; to media consultancy and buying, through two worldwide networks, Starcom MediaVest Group and ZenithOptimedia; interactive and digital marketing led by Digitas; Specialized Agencies and Marketing Services (SAMS) offering healthcare communications, corporate and financial communications, public relations, CRM and direct marketing, event communications, sports marketing and multicultural communications. Website: [www.PublicisGroupe.com](http://www.PublicisGroupe.com)

###