



## PRESS RELEASE

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**For immediate release**

## **Susan Johnson Named VP of Client Services within Publicis Strategic Solutions Group**

**LAWRENCEVILLE, N.J.—December 8, 2009**—Publicis Strategic Solutions Group—a leading provider of multichannel message delivery solutions for the life sciences industry—has announced that Susan Johnson has been named Vice President of Client Services for Publicis Selling Solutions, Arista Marketing Associates, and Pharmagistics. Publicis Strategic Solutions Group (PSSG) is a division of Publicis Healthcare Communications Group.

In her new role, Johnson serves as a contact for clients across PSSG's multichannel messaging companies, and will report to Laura Lynner, COO of PSSG. Most recently, Johnson served as Senior Director of Business Development for Publicis Selling Solutions.

"Susan's extensive background in managing client relationships enables her to easily understand their needs and develop comprehensive, integrated, multichannel solutions," said Lynner. "Our clients benefit from her ability to provide insights into how our services add value to their sales and marketing strategies."

Johnson has more than 16 years' experience in the life sciences industry in a variety of roles, with expertise in the successful management of client relationships and the implementation of major projects at various pharmaceutical companies. Prior to joining Publicis Selling Solutions, Johnson was with HighPoint Solutions LLC and Wyeth Pharmaceuticals.

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### **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



multichannel 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)