

MARKETING

The new executive lineup for the merger Pfizer-Wyeth moves some former Wyeth managers into key roles, including **Paul Sturman**, who will head up consumer health for Pfizer. In addition, Wyeth's **Erica Mann** will become president of nutritional health. Sturman previously was president, U.S. and global business development, new products, at Wyeth Consumer Healthcare. **Cavan Redmond**, the former president of Wyeth's consumer business, has been named group president of Pfizer Diversified Businesses. Sturman reports to Redmond.....

Bausch & Lomb has named **Steven Robins** as president, North America, Vision Care. He joins B&L with almost 20 years of consumer healthcare experience, including stints at Johnson & Johnson, Pfizer and Warner Lambert. Most recently, he was general manager, Johnson & Johnson Consumer Healthcare Canada, and a vice president of the Johnson & Johnson Consumer Group, with responsibility for a number of well-known health and beauty brands such as Listerine, Reach, Band-Aid, Stayfree and Purell. Prior, he held marketing and category management leadership positions with Pfizer Inc., and product management positions with Warner Lambert's consumer healthcare group. He began his career at advertising agency Young & Rubicam.

The Consumer Healthcare Products Association (CHPA) has elected **Christopher DeWolf** (president and CEO of Lil' Drug Store Products) as chairman at the spring meeting. He succeeds **Timothy Hayes**, SVP and region head, North America, Bayer Healthcare. Elected as CHPA vice chairs were: **Timothy Brown** (GM of personal health at Procter & Gamble), **Patrick Lonergan** (partner and president at Numark Laboratories), **James Mackey** (SVP at Schering-Plough HealthCare Products) and **Cavan Redmond**.

Jim Stengel, a former lead marketer at Procter & Gamble, will work as an advisor to Market-Share Partners, a marketing analytics firm. Stengel will be one of eight on the board of advisors. He spent seven years as Procter & Gamble's global marketing officer, raising the company's focus on consumer research and performance metrics.



CHRISTOPHER DEWOLF



ALEX BENEVILLE



TIMOTHY BROWN

AGENCIES / MEDIA

RTC Relationship Marketing (RTCRM) promoted **Alexandra Beneville** to SVP, group account director, giving her expanded responsibilities for broader strategic and management leadership..... MicroMass Communications, a relationship marketing agency, promoted **Kim Levy** to SVP in its Morristown, N.J., office. She continues to provide strategic support to clients, along with contributing to the agency's business development and marketing efforts.....

Intouch Solutions, a digital marketing agency, named **Mary Doherty** a VP, client services, in its Chicago office. She has 18-plus years of integrated marketing experience with an expertise in healthcare.

On the agency side, New York-based Taxi has named **Durk Barnhill** general manager. He was a new business director and lead strategist on the Johnson & Johnson accounts at the agency Mother, also in New York..... Marketing Technology Solutions, which operates QualityHealth.com, has named **Rob Rebak** as CEO. Former *Prevention* publisher **Bob Ziltz** has joined Parade magazine as VP/eastern region advertising director. The Philadelphia office of Razorfish promoted **Joshua Palau** from group director to vice president of search engine optimization, and **Matthew Maynard** from account manager to senior account manager.....

Novus, a leading media agency, has named **John Hoelt** its first vice president of digital strategy. Hoelt spent almost a decade at MediaNews Group, where he was vice president of online and interactive sales. At Novus, a unit of Omnicom, Hoelt will contribute to the development of digital programs, products and services.

Media agency Mindshare has named **Tim Elton** chief strategist of the agency's Invention unit. His mandate is to combine brand and consumer insights to form communication ideas both for U.S. and global marketing initiatives.



JAMES MACKEY



KIM LEVY



PATRICK LONERGAN



JOHN HOEFT