

Filling a new, important role at the company, Merck has named **Bridgette Heller** as executive vice president and president of consumer healthcare. Heller previously was president of Johnson & Johnson's Baby Global Business Unit... GlaxoSmithKline named **Emma Walmsley** president, consumer healthcare Europe, and president-designate, worldwide consumer healthcare, effective May 1. She was previously leader of L'Oreal's European business and brands. Within two years, she will take over from John Clarke as president, worldwide consumer healthcare, as GlaxoSmithKline seeks to diversify and further grow this business...

Unilever has appointed **Keith Weed** as chief marketing and communications officer and a member of the Unilever Executive group, marking it the first time a CMO has been at the top table at the manufacturing company. He will lead the marketing and development of the Unilever brand and assume responsibility for the communications function. Weed was executive vice president of home care, oral care and water... AbelsonTaylor has promoted **Wendy Silverman** to senior account supervisor, responsible for two accounts in the nutritional drinks and dietary supplements categories. Silverman was previously an account supervisor. The agency also promoted **Paula Lepka** from account executive to senior account executive. Lepka will now focus on infant's nutritional products...

nitrogen, Huntsworth Health's fully integrated healthcare communications firm, appointed **Robin Roberts** as managing director of both Philadelphia and San Francisco. The advertising agency also named **Marc Guttelman** as creative director in Philadelphia. Roberts was previously chief strategic and marketing officer at KPR. Guttelman was previously group creative director at GSW Worldwide... **Robert Amo** was named director, global marketing of Capsugel, a division of Pfizer. He was previously a group product director, respiratory new products at Pfizer Consumer Healthcare.

Burson-Marsteller has named **Helene Ellison** global chair of the firm's healthcare practice. Ellison, who has a distinguished career in healthcare communications, will have direct responsibility for oversight of the U.S. healthcare practice. Most recently, Ellison was a founder and president of HealthStar Public Relations, an independent healthcare PR agency with clients such as Bayer Consumer Care and GlaxoSmithKline Consumer Health... **Jennifer Marino** joins MediaCom as a senior partner and



PAULA LEPKA



WENDY SILVERMAN



HELENE ELLISON

director of consumer insights for its U.S. operation. She was previously associate director of global strategic insights and new ventures marketing for Johnson & Johnson/Neutrogena... **Renee Selman** was named president of Catalina Health Resource. She was previously the worldwide president of Johnson & Johnson's Ethicon Women's Health and Urology business... **Doug MacDonald** has been named vice president, digital, for the Newspaper National Network.



KATY THORBAHN

AGENCY & MEDIA NOTES

Razorfish, a unit of the Publicis Group, has launched Razorfish Health, a dedicated health and wellness division that will be based in Philadelphia. **Katy Thorbahn**, who helped build the Philadelphia health practice, leads the new entity as general manager... RMG Networks has acquired Pharmacy TV, a digital place-based video network deployed near the pharmacist counter in major grocery chains and drugstores. The network provides wellness-related video content and relevant messages from brand advertisers. RMG Networks also operates additional video networks in fitness clubs, downtown cafés and airlines. **Keith Bough**, who was chief operating officer at Pharmacy TV, will remain with the network in a similar role at RMG.

Aaron Goldsmid and **Christine Ford** have joined the product management team for Everyday Health. Goldsmid has been named executive director, product management, a newly created position, supervising the creation of all new online products for EverydayHealth.com. He was previously senior technical program manager at NBC Universal. Ford has been named senior product manager for EverydayHealth.com, in charge of the development of nutrition, community and health management products for Everyday Health. Ford comes from the Walt Disney Company's Interactive Media Group and Kaboose.com (acquired by Disney), where she oversaw the relaunch of the Babyzone.com community, and the redesign of the MommyandMe.com site.



ROBIN ROBERTS



MARC GUTTESMAN



RENEE SELMAN