

MARKETING

Melanie Healey has been promoted to group president of Procter & Gamble's North American business. She moves from her current role as P&G's group president-feminine and health care. The transition is expected to take place October 1st. Also at P&G, **Bernhard Glock**, long-time vice president of global media and communication, has retired. **Dina Howell**, former shopper-marketing chief, and **Stewart Atkinson**, senior purchasing executive, will split Glock's duties.

Upon completion of Merck's acquisition of Schering-Plough, **Stanley Barshay** of Schering-Plough will lead the consumer healthcare division on an interim basis until a permanent leader is found. **Krishnakumar Davey, Ph.D.**, has moved from partner at Oliver Wyman to Information Resources Inc. (IRI). As a senior partner, Dr. Davey will lead growth initiatives and focus on next generation analytics. Joining Dr. Davey as a senior partner at IRI is **Ed See**, formerly chief operating officer at Marketing Management Analytics (MMA). He will work with Dr. Davey on key accounts to obtain deeper shopper and consumer insights.

AGENCIES / MEDIA

Leading a Digitas expansion into Boston are **Kirk Williamson**, SVP/marketing, and **Michael Tiedemann**, SVP/creative, who will serve as the lead marketing and creative executives in the new office. Williamson joins Digitas from the New England Consulting Group. Tiedemann has worked at the agency for 10 years.

San Francisco-based digital agency Organic named **Ben Arno** vice president of engagement management, leading the agency's Procter & Gamble worldwide account. Arno previously worked with Johnson & Johnson and Unilever as global business director at DDB Worldwide.

Courtney Mason, newly hired account planner at AbelsonTaylor, will work on the agency's OTC pediatric nutritional accounts. Mason was in the Chicago offices of DraftFCB, where she was a strategic planner working on consumer brands.



MELANIE HEALEY



STANLEY BARSHAY



KRISHNAKUMAR DAVEY

Former Walmart VP and divisional manager of OTC merchandise **Chuck Fehlig** was named as chief merchandising officer and partner of Blue Ocean Innovative Solutions, a new consulting firm specializing in the pharmaceutical, pharmacy, and healthcare industries.

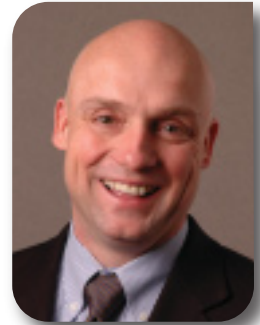
Ogilvy Healthworld promoted **Gloria Gibbons** and **Donna Tuths** to joint worldwide CEOs. Gibbons was the president of Ogilvy Healthworld, and Tuths was president of Ogilvy Healthworld North America. The two will manage the globalization of healthcare marketing in Ogilvy's portfolio.

Rodale named **Bill McGarry** online advertising director of *Men's Health* and *Women's Health*. He previously was national digital sales director at *The Atlantic*, and also held sales positions at Condé Nast Media Group, *The New Yorker*, and Mediaspace Solutions.

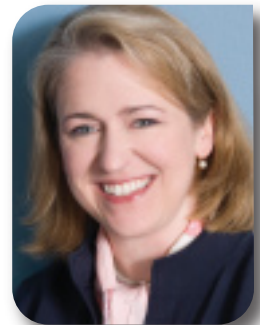
Meredith promoted **Andy Sareyan** to chief brand officer of the National Media Group. Sareyan will remain as president of *Better Homes and Gardens* and an executive vice president of the group. His previous positions include president of Entertainment Weekly and president of The Parenting Group.

Steven Pleshette Murphy has stepped down as president and chief executive of Rodale. Chairman **Maria Rodale**, granddaughter of founder J.I. Rodale, succeeds Murphy as chief executive.

Chicago-based agency Cramer-Krasselt has hired **Bridget Stack** as its new senior vice president, director of consumer engagement/media. Stack joins the agency from Publicis Groupe's Oral-B business where she was senior vice president, global communications planning director.



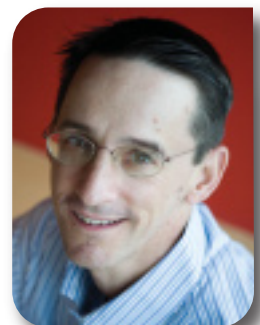
ED SEE



BRIDGET STACK



GLORIA GIBBONS



KIRK WILLIAMSON