



For Immediate Release
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Amanda Smith Promoted to Global Head of Caudex Medical

LONDON, UK, May 26, 2009 – Amanda Smith has been promoted with immediate effect from Commercial Director to Global Head of Caudex Medical. Ms. Smith replaces Gail Flockhart, Managing Director and CEO, who has given notice of her intent to leave the company.

John Cahill, President of McCann Healthcare Worldwide EMEA and Asia Pacific, the parent company of Caudex Medical, said “We are very fortunate to have Amanda to run the Caudex enterprise. She brings almost 20 years of experience of the pharmaceutical industry, from both the client and the agency side. In addition, her leadership skills and her knowledge of the Caudex organization, people, clients and markets will facilitate a smooth transition and position Caudex for continued growth in the future.”

For the last three years Amanda Smith has served as a strategic member of the executive team at Caudex as its Commercial Director. In this role her remit was to lead and manage the client service group, to maintain and build positive client relationships, and to meet and exceed clients’ expectations and deliver profitability.

During her tenure as Caudex Commercial Director, business grew more than 25%. Ms. Smith directed the implementation of many client relationship and business management strategies. These included: creating a coaching and mentoring system within the client service team to strengthen each account team’s capabilities; working with the Medical Director to implement a resource management tool to ensure optimal resources across key business accounts, and allow flexibility of resource as required by the business; and inventing a new pitch process to achieve a more successful pitch rate.

Ms. Smith has a background in nursing, and pharmaceutical industry and agency experience in a variety of commercial roles encompassing sales, marketing and communications. After roles in strategic marketing at Merck Sharp and Dohme and Boehringer Ingelheim, in the early 1990s Ms. Smith moved from the client side into medical communications. Prior to joining Caudex she worked at Wolters Kluwer for 11 years where she was responsible for the European agency, working closely with local offices in a number of European countries to establish a medical communications offering.

Ms. Smith is experienced in working with different cultures across Europe, internationally and in the US. She has a successful track record in developing strategic input to key accounts and effective team management in both industry and agency sectors.

Richard Nordstrom, Chairman and CEO of McCann Healthcare Worldwide, said, “I am confident that Amanda and her team will continue the high quality of work we are used to from Caudex as well as drive the growth and profitability of the business. I also want to thank Gail for the leadership she has provided to Caudex over the last few years and for her contribution to the development of the medical communications business in McCann for the last 11 years, and wish her good fortune in her future endeavours.”

About Caudex Medical

As a leading global medical communications agency with 85 staff in the UK and USA, Caudex Medical provides strategic consultancy and communication expertise to support its clients’ brand objectives. Core service solutions include: strategic consultancy; publication planning, delivery and management; identification and profiling of key opinion leaders; medical writing and editing; congress and meetings organization; interactive media; and European CME programmes. <http://www.caudex.com/>

About McCann Healthcare Worldwide

McCann Healthcare Worldwide is an elite professional and consumer healthcare advertising agency network spanning 77 offices in 33 countries. Its network includes: three award-winning, advertising and promotions agencies in North America – Torre Lazur McCann; Regan Campbell Ward • McCann; and McCann HumanCare – as well as two leading worldwide medical communications companies – Complete Medical Group and Caudex Medical. In addition to its many McCann Healthcare Worldwide offices located in Europe, Asia Pacific and Latin America, it also operates several other specialized healthcare marketing units. McCann Healthcare Worldwide is a part of McCann Worldgroup, the largest marketing communications agency network in the world, and is the largest healthcare agency network owned by Interpublic Group [NYSE: IPG]. <http://www.mccannhealthcareworldwide.com/>