



## CONTACT:

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FOR IMMEDIATE RELEASE

**MATTSONJACK HIRES GARY SULLIVAN, AUGMENTS BUSINESS DEVELOPMENT EXPERTISE**

**ST. LOUIS, MISSOURI – April 22, 2009.** [The Mattson Jack Group, Inc.](#) (MattsonJack), a recognized leader in business analytics and strategic decision support for the pharmaceutical and healthcare industries, today announced that Gary Sullivan has joined MattsonJack as Vice President.

“Gary is a senior-level business development executive who brings years of experience in providing solutions to complex international and domestic business challenges,” says Jerry Fields, President of MattsonJack. “Gary’s client-side experience in pharmaceutical deal-making will be tremendously valuable to our clients and significantly enhances our corporate development offerings, which include identification and prioritization of products and partnership possibilities, assessment and validation of licensing and acquisition candidates, conducting commercial and scientific due diligence, and helping formulate optimal market-entry strategies, deal structures, and corporate development plans.”

Prior to joining MattsonJack, Mr. Sullivan held a variety of leadership positions with Procter & Gamble. In his most recent role as Director of Global Market Development, he targeted and negotiated contracts with major Japanese pharmaceutical companies, including Takeda, Eisai, Ajinomoto, and Tanabe. Mr. Sullivan is a “globalist” who has led efforts to build a framework for entering China with P&G’s pharmaceutical technologies as well as the development of a cardiac market entry strategy for Brazil. His extensive background, education, and credentials include:

- Business Administration, Honors, Loyalist College, Ontario, Canada
- Pharmaceutical Management, Dartmouth College, New Hampshire
- Advanced Leadership, Covey Leadership Center, Provo, Utah
- Speaker, University of Michigan School of Asian Studies
- Speaker, Japan External Trade Organization, Chicago, Illinois
- Facilitator, Seven Habits of Highly Effective People

For more information on MattsonJack’s Corporate Development Services capabilities, please visit our website <http://www.mattsonjack.com/corporatedevelopment.asp>.

For more information on MattsonJack service offerings or products, contact Paula Paradise, Director of Marketing, MattsonJack Public Relations, at [paula.paradise@mattsonjack.com](mailto:paula.paradise@mattsonjack.com) or by phone in the U.S. (484.442.1431).



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**ABOUT THE MATTSON JACK GROUP, INC. ([www.mattsonjack.com](http://www.mattsonjack.com))**

Formed in 1986, MattsonJack, a Kantar Health company, focuses its client support in three areas of Competency: Business Analytics, Brand Optimization, and Corporate Development services in the pharmaceutical and biotech markets. MattsonJack consultants have expertise in pricing and reimbursement, custom epidemiology, technology assessment, business and strategic plan development, due diligence and licensing support, market modeling and forecasting, and primary market research. MattsonJack's client list ranges from emerging companies to some of the most recognized pharmaceutical and biotech companies in the world, such as Abbott, Amgen, AstraZeneca, Genentech, GlaxoSmithKline, Johnson & Johnson Companies, Merck, Novartis, Pfizer, Roche, Wyeth, and many others.

MattsonJack's knowledgeware and client productivity tools include [Epi Database](#), [Forecast Architect](#), and [KeyMD](#). Additionally, MattsonJack, as one of the largest global oncology consulting firms, supports its clients' cancer interests through its MattsonJack DaVinci multiclient offerings, including [Oncology Marketing Strategies U.S.](#), [Oncology Market Access Europe](#), [CancerMPact](#), [CancerNFluence](#), and [Supportive Care Perspectives](#).

**ABOUT KANTAR GROUP ([www.kantargroup.com](http://www.kantargroup.com))**

The Kantar Group is one of the world's largest research, insight, and consultancy networks. By uniting the diverse talents of more than 20 specialist companies – including the recently acquired TNS – the group aims to become the preeminent provider of compelling and actionable insights for the global business community. Its 26,500 employees work across 80 countries and across the whole spectrum of research and consultancy disciplines, enabling the group to offer clients business insights at each and every point of the consumer cycle. The group's services are employed by over half of the Fortune Top 500 companies.

The Kantar Group is a wholly owned subsidiary of WPP plc.

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