

MATTSONJACK

CONTACT:

Geoffrey Arbuckle, Ph.D.,
Senior Director of Marketing,
MattsonJack Public Relations
geoffrey.arbuckle@mattsonjack.com
U.S. (314.529.3034)

FOR IMMEDIATE RELEASE

DR. PIERRE ANHOURY APPOINTED AS BUSINESS LEADER, MATTSONJACK EUROPE

ST. LOUIS, MISSOURI – January 8, 2007. [The Mattson Jack Group, Inc.](#) announces the appointment of Pierre Anhoury, M.D., M.P.H., HRM, as Senior Vice President and Business Leader of MattsonJack Europe, reporting to President and Chief Operating Officer Richard W. Martin. Mr. Martin said, “Dr. Anhoury will have full responsibility for leadership, management, and growth of [MattsonJack’s European business unit](#). His education, experience, and market insight add tremendous value in addressing our clients’ needs and exceptional business management talent to our company.”

In addition to expanding MattsonJack’s cancer market leadership through [MattsonJack DaVinci’s multienter offerings](#) and cancer specialized staff, Dr. Anhoury and his team will support the expansion of MattsonJack’s cancer and non-cancer franchises through custom engagements involving licensing, forecasting, marketing research, and brand optimization services. Additional staff announcements for Europe are pending.

Dr. Anhoury comes to MattsonJack from IMS Global Consulting, Paris, where he served for over two years as Director of Pricing and Market Access with a focus in cancer. Prior to IMS, Pierre spent 16 years in healthcare consulting with Deloitte & Touche and Ernst & Young, experience that will substantially complement MattsonJack’s business strategy in Europe. He is a medical doctor with a Master’s in Public Health from Nancy University, France, and a Master’s in Risk Management from University Health Sciences, Chicago, IL. Dr. Anhoury is a well-known speaker and BioVision rapporteur since 1999.

For more information on MattsonJack service offerings or products, contact Geoffrey Arbuckle, Ph.D., Senior Director of Marketing, MattsonJack Public Relations, at geoffrey.arbuckle@mattsonjack.com or by phone in the U.S. (314.529.3034).

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*Editors Notes***ABOUT THE MATTSON JACK GROUP, INC. (www.mattsonjack.com)**

Formed in 1986, MattsonJack 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®](#) and [Forecast Architect®](#). Additionally, MattsonJack, as one of the largest global [oncology](#) consulting firms, supports its clients' cancer interests through its MattsonJack DaVinci multiclient offerings, including [CancerMPact®](#), [CancerNSight™](#), [Oncology Marketing Strategies™](#), [Supportive Care Perspectives™](#), [Future Focus™ Myelodysplastic Syndromes \(MDS\)](#), and [Future Focus™ Gastrointestinal Stromal Tumor \(GIST\)](#).

MattsonJack is part of Kantar Group, the Information and Consultancy division of WPP, a \$10+ billion global communications services firm.

ABOUT KANTAR GROUP (www.kantargroup.com)

Kantar is one of the world's largest research, insight and consultancy networks. It helps clients make better business decisions through a deeper understanding of their markets, their brands and their customers. Part of WPP, Kantar brings together a diverse group of outstanding marketing insight and consulting companies - each an expert in their field who can work together seamlessly to help clients address business issues in a holistic and strategic way.

Companies include: Added Value Group, IMRB, BMRB, BPRI, Cannondale Associates, Center Partners, Everstone, Focalyst, Fusion 5, Glendinning Management Consultants, Henley Centre HeadlightVision, IMRB, Kantar Operations, KMR Group, Lightspeed Research, Management Ventures, The Mattson Jack Group, Inc., Millward Brown, Research International, RMS and Ziment Group. The group operates in more than 160 offices across 60 markets worldwide.