TNS Healthcare Expands Client Service Resources

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Announces Key Appointments in North America
August 24, 2005? â€“ TNS Healthcare announces a series of appointments and promotions in its North American Major Pharma Group. TNS is the worldâ€™s largest custom market information group, and its specialized division, TNS Healthcare, is a leading provider of market information, measurement, insights and analysis to the pharmaceutical, biotech and medical device markets.
As part of its continuing client focus, the personnel changes will strengthen the client service TNS Healthcare provides its clients.
â€¢?Paul Barnes, formerly Executive Vice President, has been promoted to President, Major Pharma Group, TNS Healthcare.
â€¢?Wes Michael, Linda Rigney-Trinidad and Ron Cosgrove have been promoted to Executive Vice President and Senior Vice Presidents, respectively, each leading client-focused business units and serving as members of the management team of the Major Pharma Group.
â€¢?Ian McKinnon has been promoted to Senior Vice President, Decision Support. Ian will provide leadership for the advanced analytics and qualitative specialists teams supporting the client-focused business units. Ian also serves as a member of the management team.
â€¢?Jeff Zornitzky joins TNS Healthcare as Senior Vice President for Sales Performance Optimization. Jeff will be spearheading services that measure and enhance pharmaceutical sales force performance as well as assess the return on sales force investment. He joins the organization from Performance Solutions Network, Inc., where he served as President.
â€¢?Aaron Morel has been promoted to the position of Vice President, leading a group with specific expertise in segmentation and positioning research.
â€¢?Martin Holzman has been promoted to the position of Vice President. He will lead a client service group and focus on the sales and execution of Drug Surveillance studies to help the pharmaceutical industry comply with FDA guidelines.
â€¢?Suzanne Berg has assumed the role of Vice President for Brand Performance Optimization initiatives and will be responsible for providing consulting support to clients in the area of brand evaluation and strategy.
â€¢?Steve Kretschmer assumes the role of Senior Account Executive, with a focus on building and maintaining specific client relationships.

â€¢?Pam Rubio Soletto has been promoted to Account Manager and will continue global account leadership with specific clients.
â€¢?Sen Deng joins the Decision Support Team as a Senior Methodologist.? Deng joins the organization from Strategic Marketing Corporation (SMC), where he held the position of Senior Statistician.
â€¢?Mike Kaczmarski joins as Chief Financial Officer, TNS Healthcare US. Kaczmarski has previously held the positions of CFO at the marketing communications group EURO RSCG and Partner/CFO at the worldwide public relations agency Ketchum Inc.
Elaine Riddell, CEO TNS Healthcare, said, â€œTNS is committed to helping our clients make sound business decisions. We are expanding our client service team to provide the support clients need for their brands, the sales force and the new requirements for post-marketing drug surveillance.â€•
About TNS
TNS is a market information group. We are the worldâ€™s largest custom research company with a specific focus in a number industry sectors, and a leading provider of social and political polling. We are also a major supplier of consumer panel, TV audience measurement and media intelligence services.

TNS operates a global network spanning 70 countries and employs over 13,000 people. We provide market information and measurement, together with insights and analysis, to local and multinational organizations.?
We combine our specialist sector knowledge with expertise in the areas of new product development, motivational research, brand and advertising research and stakeholder management to bring our clients up-to-the minute, internationally consistent information.
We think differently to help our clients build a competitive advantage, making TNS the sixth sense of business.
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