

CYNTHIA KRIMEZIS
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Harrison & Star (\$200 mill.)
Senior VP Group Account Supervisor

January 1995 - June 1997

Staffed and managed 3 product launches in the psychiatric (anti-depressant), dermatological (topical retinoid), neurologic (anti-epileptic) markets. Two launches were domestic, one global. Also developed strategic plan for narcolepsy product not yet on the market. Identified marketing opportunities, directed the advertising planning process and supervised the development of all marketing communication plans for professional and DTC audiences where appropriate.

Stamos, Krimezis & West, Inc.

June 1994 - January 1995

Established consulting practice, which provided marketing and strategic services to health care companies and health care providers.

J. Walter Thompson Co. (\$40 mill.)
May 1994

August 1978 -

President, Deltakos; J.W.T. Healthcare Division

(April 1988 - January 1994)

Responsible for meeting corporate profitability objectives set by the J. Walter Thompson Co. for the Deltakos Division through - management of a 45 person staff. Negotiated all client-agent contracts on a yearly basis. Parallel objectives included securing existing client business, actively seeking new business and providing direction to ensure a superior creative product. Primary concentration on structuring strong, multidimensional programs tailored for each client by selectively integrating efforts with the educational and research division.

J. Walter Thompson, NY - VP Sr. Acct. Supervisor

(April 1984 - April 1988)

Established and maintained sound client relationships for several new and existing Kodak product assignments encompassing the Health Sciences, Clinical Products and Biological Diagnostics businesses. Supervised groundwork and implementation of a three year worldwide Umbrella Campaign meant to significantly increase awareness of Kodak involvement in the health care arena as well as across business and industrial markets. Authored recommendations on strategic issues and developed refined brand positioning as target audience and competitive parameters evolved in the health care area for professional and consumer segments.

J.W.T. Healthcare Group, VP

(August 1978 - April 1984)

Managed three profit centers with major emphasis on developing and actively participating in primary research on behalf of clients. Established the Center for Health Care Communications, which recommended and implemented medical education programs (CME). Developed convention programs for existing clients with consumer products that would benefit from physician exposure.

Merck, Sharp & Dohme

July 1976 - August 1978

Field sales assignment in NYC followed by internal assignments in product planning and market research. Summer internship developing outcomes research to support substance-abuse program. Selected for community speakers program.

Client/Product Experience

* Indicates consumer products and/or direct to patient promotion

Allergan:

Launches: Zorac (Global) * First topical retinoid for psoriasis
Tazorac (US/Canada) *

Cephalon: Modafinil *

Columbia Presbyterian Hospital: Identity initiative, Nurse Recruitment

Glaxo Wellcome:

Launches: Wellbutrin SR *, Lamictal

Eastman Kodak Co.:

Corporate Health Care Campaign following alliance with Sanofi
Worldwide Umbrella Campaign; including 4 year pre - post ad test to measure changes in awareness levels.
Diagnostic product lines. Blood analyzers for hospital, office. Prototypes for home use.
All X-Ray film, related equipment, accessory products.
Mammography products group *
Dental film products group.

Eli Lilly:

Launches: Prozac *, Ceclor, Axid, Humulin *.
Product Groups: General Antibiotics, Analgesics, Insulin, Hospital Products
Managed Care Group
Human Resources Project: Two-year national territory evaluation program led to redistribution of sales organization.

Elizabeth Arden: Retin A

Nabisco Foods: Egg Beaters, Fleischmann's Brands *

Nestle: Taster Choice Coffee

RoxaneLabs: Oncology products

Searle: Birth control (OCs, IUDs)

Warner Lambert: Early Pregnancy Test *

Personal - National Fund Raising Chair - Skidmore '73. Medical Board - Partnership for Drug Free America. (1988 - 1994) Narrator for Jewish Braille Institute - Books on Tape. Completed Volunteer arbitration program under NYC Victim Services Bureau - February 1995. Music, Dancing, Riding.

Wharton Graduate School - MBA, 1975 Marketing and Health care Administration

Skidmore College - BA, 1973 Medical Sociology

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International Experience

Consulting Project -

Managed marketing and fund-raising efforts for the Diaspora Museum to support an international medical exhibition, which traces the innovative scientific contributions of the Jewish culture in the field of medicine throughout history. The exhibit traveled from Tel Aviv, Israel and toured several major cities. An exhibit catalogue and a hardcover coffee table book containing editorial and graphics from the exhibition were published for international distribution and sale.

Market Research

Significant field experience working on research projects in Amsterdam, London, Paris, Greece, Italy and South America. Most projects were for clients in the pharmaceutical or allied healthcare businesses. Qualitative work included moderating panels as well as arranging for sites, recruiting participants, working with translators and making strategic recommendations based on analyses which we published. Some of our quantitative work was also done in person at meetings held in tandem with regional or local medical conferences and conventions. Most research was meant to measure awareness of products or companies evaluate the effectiveness of promotional campaigns or measure consumer and professional response to a new product concept.

Management Audit

For Kodak, the senior management audit was a critical part of the healthcare brand-identity development program. Before launching the worldwide advertising campaign for the Kodak Healthcare Companies, we conducted over 25 personal interviews with top management in Rochester, London, Paris and Germany to determine where there would be agreement or not among the several corporate partners involved regarding strategy.

Marketing/Planning

J. Walter Thompson had a network of 7 health care offices worldwide with full-service operations in New York, London, Mexico City and Paris. We routinely developed communications programs for products (birth control, anti-arthritis, anti-depressants, etc) that were implemented worldwide. Core programs were developed in the U.S. and adapted at international offices to insure they were appropriate from a cultural and strategic viewpoint. This went beyond advertising to journal articles and monographs as well as sales support and promotional activities.

Product introductions to both the professional and lay communities included: Biosynthetic Human Insulin - Athens, Ceclor - Buenos Aires, Oralflex - Amsterdam, and Prozac - US. I managed all aspects of the symposia including program content, development of speaker's roster, preparation of monographs; and all client interfaces. Extensive international programs to encourage awareness of depression and diabetes were conducted and included broadcast as well as print media.

Languages

Fluent in English and Greek. Can reach working knowledge of Spanish very quickly.