

Ixxéo Healthcare Announces New Partnership and Launches New York Office

NEW YORK, USA & GENEVA, SWITZERLAND – Wednesday October 6, 2010 –

ixxéo healthcare today announced the launch of their first office in the Americas, and introduced Clement Galluccio as our US partner. Based in New York, he will be responsible for managing and developing the group's business in the United States and will lead their global analytics and regulatory practice.

“We are very optimistic about our partnership with Clement. Together we are taking this important step to ensure the sustainability of ixxéo and the capability to better serve our global clients,” said ixxéo CEO Denis Ezingard.

For almost two decades Mr. Galluccio has served in a leadership role for some of the world's most respected naming and branding companies. He launched and developed rxmark, the research subsidiary of Wood Worldwide/Interbrand Wood Healthcare, where he served as Managing Director for 13 years. And he has influenced the creation of many well-known global pharma brands.

Clement has personally reviewed more than 100 successful FDA and EMEA name submissions, including Celebrex®, Enbrel® and Diovan®, and has successfully overcome preliminary regulatory rejection by building compelling cases for agencies' approval. As a reflection of his key role in developing the very first comprehensive research model to address the issue of medication errors, Clement was an invited speaker at the FDA Public Meetings to discuss methodologies for assessing proposed drug names.

During the last decade, Denis Ezingard co-founded the European branch of Wood Worldwide and Nomen Healthcare. He has managed numerous global branding projects requiring FDA and EMEA approvals for leading pharmaceutical and biotechnology corporations around the world. With some distinctive global brands to his credit: Fuzeon®, Multaq® and Yondelis®. Prior to healthcare branding, Denis' eclectic management career blended engineering, marketing, and management consulting.

Denis and Clement both served together for many years at Wood Worldwide – under the helm of David Wood. The ixxéo leadership team is rounded out by Arlene Teck, Creative Director, who has had more than 20 years experience in healthcare naming through her own affiliation at Wood Worldwide, where she also served with Denis and Clement. While there, she took senior roles in creative, linguistics, and research services.

“We shall leverage ixxéo's European footing with a strong American leg that has dual core competencies in Creative Development as well as Market Research and Regulatory” said Mr. Ezingard.

Mr. Galluccio commented, “The challenges of developing and managing successful pharma brands have never been tougher than they are today. ixxéo’s global perspective, combined with their robust Name Engineering model, represents a proven path to resolve these challenges, and one which we are confident will find an enthusiastic audience in the United States among clients seeking superior global outcomes.”

About ixxéo healthcare

Headquartered in Geneva, ixxéo is a specialized pharmaceutical naming consultancy that provides a comprehensive array of naming, branding and consulting services to the life science sector. Founded by Denis Ezingear, ixxéo is known for their unique approach to name creation, Name Engineering.

Contact

United States

Clement Galluccio
clement@ixxeo.com
260 Madison Avenue, 8th Floor
USA-New York, NY 10016
Phone: +1 (800) 928-6525

Europe

Denis Ezingear
denis@ixxeo.com
Rue de la Gare 28
CH-1260 Nyon/Geneva
Phone: +41 22 362 84 30