

FOR IMMEDIATE RELEASE

Tom Drake is JB Ashtin's Vice President, Business Development

Plymouth, Michigan — February 13, 2012 — The JB Ashtin Group, Inc. (JB Ashtin) has announced that Tom Drake, MA, CMPP, is the company's new vice president, business development. Tom is an innovative marketer with 25 years' experience in building and/or rebuilding profitable business for pharmaceutical, biotech, and medical device markets in the United States, Europe, and Asia.

Tom's expertise includes strategic planning, life cycle management, advocacy development, medical education, Health Economics & Outcomes Research, and publication planning for such clients as BMS, Novartis, GSK, and Bayer, to name a few. A strong proponent of new media in the industry, Tom has successfully launched innovative online educational courses, project portals, and interactive multimedia kiosks for his clients. In 1990, he conceived and launched a healthcare marketing trade journal, *Product Management Today*. He was that periodical's publisher and editorial director from 1990 to 1995. Tom is an accomplished writer and speaker and has presented frequently at large workshops and association meetings.

"Tom is an exceptionally gifted senior business development executive who can ably identify potential opportunities, devise the tactics, and assemble the teams needed to bring projects to successful fruition," said Joni Bradley, JB Ashtin's president and CEO. "He has a solid understanding of the pharma/biomedical marketplace and its products, players, and technologies. Tom will be a key player in setting the company's strategic direction. We are extremely excited to have him as a member of our executive team," she added.

JB Ashtin is a premier full-service scientific agency that develops compelling, compliant, and engaging healthcare communication solutions. For more than 13 years, JB Ashtin has been collaborating with clients to deliver exceptional value through a deep understanding of science, creative strategies, and a unique level of personalized service that builds strategic and enduring relationships. JB Ashtin is a certified woman-owned business. For more information about JB Ashtin, visit www.jbashtin.com.

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