



A BioMarketing Company

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Phil Belt named Chief Operating Officer of Indianapolis-based VMS, A BioMarketing Company

Belt brings deep life science experience and expertise in financial management and global healthcare communications.

Indianapolis, Ind., March 23, 2011 – VMS, a proven biomarketing leader in medical education, healthcare meeting management, and patient adherence initiatives, has named Phil Belt as its new Senior Vice President and Chief Operating Officer. This addition to the executive team will support VMS’s growth as the company continues to expand its strategic product offerings into new life science businesses globally.

Belt comes to VMS with more than 20 years of experience in the pharmaceutical and private equity industries. He was most recently a vice president at Credit Suisse, where he focused on life science investments as part of the company’s private equity team. Prior to that Belt was an Eli Lilly and Company executive, holding positions in corporate and product communications, mergers and acquisitions, and investor relations. He also had operational roles at Lilly in both the business-to-business and medical divisions. As a result, his life science industry insights and diverse business experiences will enhance VMS’s ability to provide customized, innovative solutions to its customers.

“Phil’s talents are a perfect match for where the company is headed,” said Andrea Heslin Smiley, President of VMS. “He will play a pivotal role as we build upon our patient and professional education program capabilities. We are thrilled to have him join our team.”

About VMS

Partnering with companies throughout the life sciences, VMS helps translate strategies into results through the development and execution of high-touch marketing solutions. This strategic relationship achieves client objectives while positively impacting patient outcomes.

VMS has been recognized as one of the “Best Places to Work in Indiana” by the Indiana Chamber of Commerce, named one of *Inc. 500*’s “Fastest Growing Companies in America,”

and highlighted as a "Growth 100" company by the Kelley School of Business Johnson Center for Entrepreneurship and Innovation. In 2008, *Working Mother* magazine recognized VMS among the "Best Women-Owned Companies" and listed its co-founder as a "Top Entrepreneur Mom." For more information about VMS, visit www.vmsbiomarketing.com.