



A BioMarketing Company

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**VMS NAMES NEW LEADERSHIP, CONTINUES INVESTING TO SERVICE OUTSOURCING  
NEEDS OF PHARMA AND BIOTECH COMPANIES WORLDWIDE**

*Owners of VMS move to visionary role, new president and chief operating and compliance officer named*

INDIANAPOLIS, Jan. 15, 2010 – VMS, a leading biomarketing company that supports marketing and brand teams of Fortune 500 companies, named a new president and hired a chief operating officer this week. These moves continue VMS’ recent focus on hiring top executives from industry to provide full service programs to clients looking for strategic outsourcing partners in the biotech, life sciences, pharmaceutical and diagnostics industries.

Founded in Indianapolis by Neal Rothermel and Mandy Moore 15 years ago, the company will now be led by Andrea Heslin Smiley, a former executive from Eli Lilly and Company and previously the Senior Vice President of Strategic Marketing and Client Services for VMS. In addition, the company has developed several executive roles to better service clients, including the addition of a new Chief Operating and Compliance Officer, Christopher Gilmer, formerly Vice President and General Manager of Roche Diagnostics Corp. - Disetronic Medical Systems, Inc. and the promotion of Nancy Lonsinger to Senior Vice President of Strategic Marketing and Client Services.

“As healthcare reform materializes and the rigorous demands of the FDA and other regulatory bodies continue to mount, the industries we serve are experiencing massive transformation and are in critical need of strategic partners who not only understand their business, but also have extensive leadership experience in the industry,” said Mandy Moore, founder and principal officer of VMS. “Over the past two years, VMS has been aggressively and proactively expanding our offering to be able to answer the critical needs of clients, carefully selecting a leadership team from the industry to better serve our clients’ surmounting needs. Our new leadership is a direct result of the vision we have for VMS and our clients.”

With nearly 20 years experience in the pharmaceutical industry, Andrea Heslin Smiley joined VMS in 2008 with the task of helping to position the company as a more strategic partner helping clients develop and execute strategic marketing initiatives which drive brand strategies. Her leadership and shared industry knowledge has been instrumental in helping VMS’ pharmaceutical clients evolve into virtually integrated outsourcing models.

“There is a great opportunity in the industry for companies like VMS, with deep sector expertise, to support our clients as they pursue virtually integrated models,” said Heslin Smiley. “To earn the trust of biotech and pharma companies and successfully address their need for partners to take on

broader responsibilities, strategic partners need to make significant investments in additional talent, training and infrastructure. That is precisely what we have done over the past two years at VMS and will continue to do in the foreseeable future to better serve clients in this realm.”

“Clients appreciate the wealth of experience Andrea has to offer in the partnership and respect her natural leadership abilities,” said Neal Rothermel, founder and principal officer of VMS. “Our executive team and entire staff have excelled under her guidance and we look forward to continued success with her as the president of the company.”

As an ongoing investment to maintain the highest level of compliance, provide both strategic and operational support to clients and improve efficiencies, VMS hired Christopher Gilmer as the Chief Operating and Compliance Officer. Bringing more than 30 years experience in finance, human resources, clinical support, quality and regulatory compliance, and operations, Gilmer will begin overseeing operations of the company ensuring better efficiencies internally and providing sound business development and compliance strategies for clients externally.

Nancy Lonsinger, also a top executive from Roche Diagnostics who joined VMS early in 2009 as the Vice President of Strategy and Chief Compliance Officer, will assume previous responsibilities of Heslin Smiley serving as the Senior Vice President of Strategic Marketing and Client Services. Combined, the three executives of the organization bring more than 70 years of leadership experience in the pharmaceutical, diagnostics and biotechnology sectors.

VMS has offered products and services in medical education, patient adherence, and strategic meetings. In an answer to client and industry demands over the past two years, the biomarketing company has evolved its offering to include marketing strategy and support functions including the development and delivery of medical content and promotional programs that bring better products and improved outcomes in healthcare.

“The industry is drastically changing and VMS is leading the charge to positively impact these changes with our clients, our staff and the healthcare industry as a whole,” said Heslin Smiley.

Servicing Fortune 500 companies throughout the world since 1995, VMS is located at 8425 Woodfield Crossing Blvd. in Indianapolis. For more information visit [www.vmsbiomarketing.com](http://www.vmsbiomarketing.com) or call 317-805-6600.

## **About VMS**

Based in Indianapolis, VMS is a woman-owned biomarketing company that is nationally recognized and a proven leader in medical education and patient adherence programs, marketing support and solutions, and strategic meetings management. The company provides solutions to marketing and brand teams within Fortune 500 life science, biotech, pharmaceutical and diagnostics companies. With a staff of dedicated and seasoned professionals, VMS becomes a strategic partner with clients helping translate brand strategies into results that positively impact patient care and their businesses.

The company has been recognized as one of the “Best Places to Work in Indiana” by Indiana Youth Foundation, Inc. 500's "Fastest Growing Companies in America", highlighted as a "Growth 100" company by the Kelley School of Business Johnson Center for Entrepreneurship and Innovation, and in 2008 Working Mother magazine recognized the company among Best Women-Owned Companies and Top Entrepreneur Moms.