

## **ANNE-MARIE MASQUELIER APPOINTED AS GLOBAL MEDICAL RESEARCH DIRECTOR AT CEGEDIM STRATEGIC DATA (CSD)**

**Paris, July 1<sup>st</sup>, 2010** – Cegedim Strategic Data, leading provider of integrated healthcare research, is pleased to announce the appointment of Dr Anne-Marie Masquelier as Global Medical Research Director of CSD's Medical Research CRO activities worldwide.

Anne-Marie is a Medical Doctor (MD) with a specialisation in endocrinology and an MBA in Marketing/Management. She started her career as a medical practitioner before moving to the healthcare industry where she held various international top management positions in pharmaceutical, CRO and Biotech companies. Her most recent positions include General Manager of Genethon, President of GenoSafe, President of Aster-Cephac, and General Manager Southern Europe of MDS Pharma Services. Anne-Marie has also been awarded with France's prestigious Légion d'honneur.

Anne-Marie will be responsible for the development of CSD's Medical Research CRO activities and strategy worldwide, which covers clinical, observational and epidemiological research studies. She will manage and reinforce CSD's already well established Medical Research teams in the Top 5 Europe (France, Germany, Italy, Spain and UK), China, Japan and the USA. Anne-Marie will also continue the expansion of this activity in all of the 39 countries where CSD is present.

Bruno Sarfati, CSD CEO declared: *"I am delighted to welcome Anne-Marie to CSD. Her medical expertise and vast management experience in pharmaceutical, clinical and biotech organisations is ideal for the future development of CSD's global Medical Research offer."*

**Photo available from Media relations upon request**

### **About Cegedim Strategic Data:**

CSD is a leading Market Research company dedicated to the healthcare industry and operating in more than 60 countries. With over 36 years experience in the Pharmaceutical industry, CSD offers a comprehensive range of market research services and solutions to its customers, which include more than 50 global and 500 local Pharmaceutical companies. CSD integrates primary and secondary analyses with its medical expertise to meet its customer's research needs.

To learn more, please visit our website: [www.cegedimstrategicdata.com](http://www.cegedimstrategicdata.com)

**About Cegedim:** Founded in 1969, Cegedim is a global technology and services company specializing in the healthcare field. Cegedim supplies services, technological tools, specialized software, data flow management services and databases. Its offerings are targeted notably at healthcare industries, life sciences companies, healthcare professionals and insurance companies. The world leader in life sciences CRM, Cegedim is also one of the leading suppliers of strategic healthcare industry data. Cegedim employs 8,600 people in more than 80 countries and generated revenue of €874 million in 2009.

Cegedim SA is listed in Paris (EURONEXT: CGM).

To learn more, please visit: [www.cegedim.com](http://www.cegedim.com)

## Media inquiries

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