

## **LAURENT SCHOCKMEL APPOINTED COO OF CEGEDIM DENDRITE AMERICAS**

**Paris / Bedminster, N.J.- September 11 2008** – Cegedim Group announces the appointment of Laurent Schockmel as Chief Operating Officer for the Americas region for Cegedim Dendrite, the world leader in CRM for the pharmaceutical industry.

Laurent Schockmel will retain his current functions as Financial Director for the Americas region and will report directly to Laurent Labrune, Chairman and CEO of Cegedim Dendrite, which will strengthen this Business Unit's organisation and facilitate interaction between operations and finance.

The 47-year-old Mr. Schockmel has a great deal of experience in the fields of CRM and pharmaceutical databases.

Mr. Schockmel began his career in 1985 as a manager in the science and then marketing & communications departments of Monsanto's Animal Sciences division. Subsequently, at IMS Health, he took over direction of francophone African countries and French overseas departments and territories before moving on to Eastern Europe. In 1995, he joined Gemini Consulting as a Senior Consultant and then manager at its Healthcare business, working on organisational projects and industrial and product strategy projects.

Mr. Schockmel joined Cegedim Group in 1998 as International Director responsible for developing services related to CRM and strategic data for pharmaceutical companies abroad.

In 2003 he was appointed Senior Vice President of the Pharma CRM division, the first global Business Unit created at Cegedim in charge of CRM France and international activities. In 2005 he moved to the position of Senior Vice President of Strategic Development in charge of Mergers, Acquisitions and Alliances for the Group. In that capacity, he implemented a joint venture between Cegedim and Thales in France for the personal medical file (DMP) and actively participated in various proposed acquisitions in France and abroad, including notably the Dendrite acquisition, which was finalized in May 2007.

Laurent Schockmel is a Doctor of Veterinary Medicine with a degree from the Ecole Vétérinaire de Maisons-Alfort. He also holds an MBA from ESSEC.

**Photo available upon request from the press relations department**

**About Cegedim Dendrite:**

Cegedim Dendrite provides pharmaceutical companies around the world with vital support for successful Customer Relationship Management (CRM) activities. With nearly 200,000 sales representatives using its products worldwide, Cegedim Dendrite is the world's leading CRM provider for the pharmaceutical and life sciences industries. This Business Unit, created in May 2007 when Cegedim's CRM activities were merged with those of Dendrite International, also provides sales, marketing and regulatory compliance solutions in more than 80 countries.

To learn more, please visit our website: [www.cegedimdendrite.com](http://www.cegedimdendrite.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, pharmaceutical companies, healthcare professionals and insurance companies. The world leader in pharmaceutical CRM, Cegedim is also one of the leading suppliers of strategic healthcare industry data. Cegedim employs more than 8,000 people in 80 countries and generated revenue of €753 million in 2007.

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

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