

## **MAXIOM GROUP ADDS SENIOR MARKETING PROFESSIONAL TO LEAD COMMERCIAL LAUNCH SERVICES FOR THE LIFE SCIENCES INDUSTRY**

*Joan Bramer to Lead Delivery of Expanded Portfolio of Marketing and Sales Services*

**Waltham, MA, October 29, 2007** – Maxiom Consulting Group, Inc., a leading strategic business and IT consulting firm exclusively serving the life sciences industry, today announced the addition of Joan C. Bramer, as its Director of Commercial Launch Services. Joan will provide commercial sales and marketing expertise to Maxiom Group clients, guiding them through all phases of marketing, branding, positioning and launch of new products from the early stages of product development through commercial launch and market success.

“Joan has extensive experience in bringing new drug products to market, from initial R&D to clinical trials, and through launch and commercial success,” said Todd Applebaum, vice president of the Strategy /Operations Practice at Maxiom Group. “She has worked closely with physicians, patients, caregivers and advocacy groups in a range of therapeutic areas including cardiology, neurology, oncology, and immunology. Her range of experience will help Maxiom Group’s clients more quickly realize the full market potential of their products.”

Joan has held senior-level positions in a range of Marketing, Sales, and Commercial roles. Prior to joining Maxiom Group she led marketing and launch initiatives for Bristol-Myers Squibb, Biogen-IDEC, Cabot Corporation, and PAREXEL.

Joan received an MBA from Boston University and a BS in biology from St. Joseph’s University in Philadelphia, PA.

### **ABOUT MAXIOM GROUP**

Maxiom Group is a leading strategic business and IT consulting firm exclusively serving the life sciences industry. We help transform emerging, established and mature biotechnology, pharmaceutical and medical device companies at each stage of their life cycle by solving mission critical business issues. From drug discovery and development, to clinical trials, to commercial launch and sustained market leadership, Maxiom Group clients rely on our unique focus, insight and approach. For more information please visit [www.maxiomgroup.com](http://www.maxiomgroup.com).

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