

**SOURCE: MattsonJack**



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**MattsonJack Appoints Thierry Devevey as Director**

PARIS and ST. LOUIS, MO--(Marketwire - May 23, 2008) - Pierre Anhoury, MD, MPH, Senior Vice President and Business Leader, [MattsonJack Europe](#), announced the appointment of Mr. Thierry Devevey as Director, Europe, to be based in The Mattson Jack Group's Paris office.

Mr. Devevey brings to MattsonJack 20 years of experience in the pharmaceutical and healthcare markets. Mr. Devevey's management responsibilities have included Pricing and Reimbursement, Brand Management, Business Development, Strategic Marketing, Financial Planning and Group Product Management in prescription and OTC markets. He will be responsible for EU consulting and focus on French-speaking countries, and national and international institutions, including but not limited to OECD, WHO, European Commission, and the EU Drug Agency.

Dr. Anhoury stated, "Thierry Devevey has a unique understanding of client and corporate needs at the country level in Europe and has successfully managed multiple priorities and complex relationships, which are particular to the pharmaceutical and biotech industry. His experience with key accounts, Key Opinion Leaders, and government policy brings strong insight and added capabilities to service the needs of our clients."

Richard W. Martin, President and Chief Operating Officer of MattsonJack stated: "The addition of Thierry to our Europe team is another in a long list of examples of our determination to continue to provide outstanding business insight to our globally diverse client base through the addition of exceptional talent around the world. We are indeed fortunate to welcome Thierry to our team."

For information on [MattsonJack in Europe](#), contact Dr. Pierre Anhoury, Senior Vice President, Business Leader Europe, at + 33(0)1 53 10 53 24 (Paris) or [pierre.anhoury@mattsonjack.com](mailto:pierre.anhoury@mattsonjack.com).

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ABOUT THE MATTSON JACK GROUP, INC. ([WWW.MATTSONJACK.COM](http://WWW.MATTSONJACK.COM))

Formed in 1986, MattsonJack focuses its client support in three areas of Competency: Business Analytics, Brand Optimization, and Corporate Development services in the pharmaceutical and biotech markets. MattsonJack consultants have expertise in pricing and reimbursement, custom epidemiology, technology assessment, business and strategic plan development, due diligence and licensing support, market modeling and forecasting, and primary market research. MattsonJack's client list ranges from emerging companies to some of the most recognized pharmaceutical and biotech companies in the world, such as Abbott, Amgen, AstraZeneca, Genentech, GlaxoSmithKline, Guebert, Johnson & Johnson Companies, Merck, Novartis, Pfizer, Roche, Wyeth, and many others.

MattsonJack's knowledgeware and client productivity tools include [Epi Database®](#) and [Forecast Architect®](#). Additionally, MattsonJack, as one of the largest global oncology consulting firms, supports its clients' cancer interests through its MattsonJack DaVinci multiclient offerings, including [CancerMPact®](#), [CancerNSight™](#), [Oncology Marketing Strategies™](#), [Supportive Care Perspectives™](#), [Future Focus™](#) Myelodysplastic Syndromes (MDS).

MattsonJack is part of Kantar Group, the Information and Consultancy division of WPP, a \$10+ billion global communications services firm.

For more information on The Mattson Jack Group, contact Paula Paradise, Director of Marketing at [info@mattsonjack.com](mailto:info@mattsonjack.com)

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Kantar is one of the world's largest research, insight and consultancy networks. It helps clients make better business decisions through a deeper understanding of their markets, their brands and their customers.

Part of WPP, Kantar brings together a diverse group of outstanding marketing insight and consulting companies -- each an expert in their field who can work together seamlessly to help clients address business issues in a holistic and strategic way.

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