



FOR IMMEDIATE RELEASE

Cadient Group Expands Staffing as Growth Continues

King of Prussia, Pa. – August 1, 2011 – [Cadient Group](#), a leading provider of digital marketing services and technology-enabled solutions for the healthcare industry, has announced a number of new additions to its King of Prussia, PA and New York offices. The company continues to expand its portfolio while diversifying its client roster across the healthcare industry to include pharmaceuticals, device and diagnostics, biotechnologies and emerging life science companies.

“Our recent and continued growth in our agency and client portfolio reflects the growing demand among new and existing clients for Cadient Group’s strategic, creative and technology solutions,” said [Stephen Wray](#), chief executive officer, Cadient Group. “We are pioneering and engineering several exciting advancements within digital healthcare, and we are thrilled to have many of the industry’s best and brightest minds onboard to help drive our continued growth and innovation.”

Nick Bartolomeo and **Muir Palmer** join Cadient Group as strategic engagement directors (SED). They are responsible for managing their respective accounts for major pharmaceutical brands, including providing interactive/relationship marketing strategies, developing new business proposals and working with the development team to ensure that the strategy is fully realized in the applications which are delivered.

Prior to joining Cadient Group’s office in King of Prussia, Nick oversaw the strategic planning functions within new business development, client service and online marketing departments as Vice President of Strategy at Annodyne, Inc. Muir brings more than 15 years experience in account and project management. She joins Cadient Group’s New York City office after working at Eveo as an account director.

Hal Shapiro joins Cadient Group as senior talent manager. In this role, Hal is responsible for building partnerships with other business units to complement Cadient Group’s talent acquisition strategy, and establishing external and internal programs attract, assess, select and integrate top talent. Prior to Cadient Group, Hal worked at G&S Executive Resources, as vice president of recruiting.

Other recent hires in the King of Prussia office include **Scott Szewczak**, manager of insights solutions, REVEAL; **Lindsay Tabas**, lead interaction designer; **Shweta Neville**, product design lead; **Jose Roa**, tech lead; **Andrea Noll**, flash lead; **Melissa Shusterman**, manager web analytics; **Allie Wagner**, project manager; and **Whitney Brostrom**, **Jen Rogers** and **Carly (Postel) Povilaitis** as account managers. The New York Cadient Group office has recently added **Leslie Bowman**, as a senior project manager and **Rich Johnson** as a project manager.

About Cadient Group

[Cadient Group](#) is a leading provider of digital marketing services and technology-enabled solutions for the healthcare industry. Powered by our suite of agency services, consultation services and technological expertise, Cadient Group delivers sensible strategies that inspire possibilities. By leveraging emerging technologies to drive our own innovative solutions, we deliver impactful interactive customer experiences for healthcare professionals, consumers, caregivers and payers. Through strategic insights, audience activation and program optimization, we ensure that our clients’ business objectives are achieved. For more information about Cadient Group, visit www.cadient.com.

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