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## **GCI EXPANDS LEADERSHIP OF NORTH AMERICAN HEALTHCARE PRACTICE**

### **SangStat's Bill Martin Joins Firm as Senior Vice President, GCI Healthcare**

**January 20, 2004 (New York, NY)** – Bill Martin, an industry leader in corporate, investor and product marketing communications, has joined GCI Group as senior vice president, GCI Healthcare. In this role Martin will develop and lead strategic communications programs for healthcare clients who aim to integrate their product public relations, corporate communications and investor relations needs. He will pursue a particular focus on the specialty pharmaceutical and biotech industry sectors. Martin joins the GCI Healthcare North American executive committee and reports to AnnaMaria DeSalva, executive vice president, North America, GCI Healthcare.

“Bill brings the kind of background that further enables GCI Healthcare to provide outstanding counsel broadly across healthcare issues and sectors. His exceptional track record as a client and as a consultant aligns with our commitment to accelerate development of our industry-leading service offering – and to support GCI Healthcare’s exciting recent growth with expanded leadership and the highest caliber hires,” DeSalva said.

Prior to joining GCI, Martin led the corporate communications, investor relations and product public relations departments for SangStat, a leading biopharmaceutical company. While there, he spearheaded the successful campaign to rapidly advance Sangstat’s profitability and overall financial performance, and reposition the organization as an innovative biopharmaceutical company with a growing and diverse pipeline. Before SangStat, Martin was the director of corporate communications and investor

relations at Matrix Pharmaceuticals, a development stage biotechnology company focused on oncology.

Prior to Martin's tenure as a client at biotechnology companies, he was group vice president at Dorland Global Health Communications and executive director at InterScience, a leading healthcare public relations agency. He has led account teams for clients including Merck, Astra, Sanofi-Winthrop, and the International AIDS Vaccine Initiative.

Martin's work has focused primarily in AIDS/HIV, hematology/oncology, transplantation, ophthalmology and autoimmune diseases. Throughout his career, Martin has been devoted to improving the lives of people living with HIV and AIDS. In 1996, Bill conceived and led the worldwide launch of Merck's HIV protease inhibitor, Crixivan, a breakthrough in management of AIDS, and created a communications programs urging Congress to set aside additional funding to pay for HIV/AIDS related medications.

### **About GCI Healthcare**

GCI Healthcare is a top 10 global healthcare practice. The practice is organized around the core value that effective communication is a key determinant of human health. Our mission is to advance human health through rigorous development and execution of communication strategy, in close partnership with clients across each healthcare sector.

### **About GCI**

GCI group is one of the largest full-service global firms in the industry, with 44 offices in 22 countries, and a wholly owned partner company of Grey Global Group. Its success extends across six practices areas, including healthcare, corporate, consumer, technology, public affairs and media relations. The firm is committed to supporting the business objectives of its clients through superior industry knowledge and measurable solutions. GCI serves a broad base of multinational clients including Bayer, British Airways, Cap Gemini Ernst & Young, Coca Cola, Dell, Eli Lilly, Pfizer, RadioShack, and Sony Ericsson.

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