



*For Immediate Release*

## **DRUG INFORMATION ASSOCIATION (DIA) NAMES NEW WORLDWIDE EXECUTIVE DIRECTOR**



**HORSHAM, PA, USA—SEPTEMBER 9, 2009—**The **Drug Information Association (DIA)** announced today the hiring of Paul Pomerantz, MBA, CAE, as its new worldwide executive director. Paul will transition from his current position as executive vice president of the American Society of Plastic Surgeons (ASPS) to DIA worldwide executive director effective December 1, 2009. Pomerantz replaces William Brassington, MBA, who has served as acting executive director since July 2008. Brassington will resume his role as worldwide director of finance at DIA.

Pomerantz will direct DIA's global operations and strategic expansion and lead the implementation of the Board of Director's long-term plan for sustainability and growth. He is eager to work with DIA's board, management team, and staff to take DIA to the next level of excellence.

"This is a changing time for the biopharmaceutical and healthcare community. I'm excited to work with DIA members and constituents to strengthen and expand educational programs and services and advance its global presence and mission. With the growing attention to quality, access and cost of safe medications, DIA can increasingly play a significant role in improving healthcare worldwide," explains Pomerantz.

Pomerantz brings to DIA more than 25 years of healthcare experience with specialized expertise in medical society management and hospital administration.

"Paul comes to DIA with a proven track record of successfully leading global member-driven associations, developing quality education programs, building coalitions and alliances, and opening doors to new relationships," says DIA Board of Directors President Dr. Jeffrey Sherman. "Reinforcing our strong relationships with global regulatory agencies, industry and academic professionals, and patient groups is vital to our mission of optimizing global drug development."

As executive vice president at ASPS, an association of 7,000 reconstructive and cosmetic plastic surgeons, Pomerantz was responsible for the association's health policy and advocacy initiatives, education and research programs, membership services, communications, and the finance, administration, human resources, and information technology departments. In addition, he recently served (2008-09) as chair of the board of ASAE's Center for Association Leadership. From 1997-2002 Pomerantz was executive director for the Society of Interventional Radiology (SIR), an international society representing specialty of radiology that uses image guidance to perform minimally invasive surgical procedures. Prior to SIR, Pomerantz served as executive director for the Clinical Laboratory Management Association, assistant vice president for the Medical College of Pennsylvania, executive director for Maxicare Philadelphia, and deputy director for the U.S. Public Health Service.

DIA's search committee worked with executive search firm Korn/Ferry International to find the most qualified candidate to lead DIA into the 21<sup>st</sup> century. "The requirements for the position of DIA worldwide executive director have evolved and are particularly challenging," says Marie A. Dray, DIA immediate-past president and chair of the search committee. "The position requires experience as an association leader, understanding of the challenges of membership building, skill in training and educational program development, not to mention state-of-the-art knowledge of global healthcare changes. That really is a tall order, but one we're confident we have filled with the hiring of Paul Pomerantz."

### **About the Drug Information Association (DIA)**

As a nonprofit member-driven association, DIA serves more than 30,000 professionals involved in the biopharmaceutical industry, academia, research organizations and governmental bodies worldwide. Through its domestic and international meetings, training courses, workshops and webinars, DIA provides a neutral global forum for the exchange of information critical to the advancement of drug development and medical product lifecycle management. DIA is led by its volunteer Board of Directors and executive management team, has headquarters in Horsham, PA, USA, and offices in Basel, Switzerland, Tokyo, Japan, Mumbai, India, and Beijing, China. For more information, visit [www.diahome.org](http://www.diahome.org) or call 215-442-6100.

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