

# John Russo, Jr, PharmD

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[jr@MedComRes.com](mailto:jr@MedComRes.com)

## PROFESSIONAL EXPERIENCE

- Two decades conceptualizing, selling, and implementing educational and marketing support programs targeted to physicians and other health care professionals for the pharmaceutical industry.
- Five years in clinical practice, research, and teaching at the University of Utah.
- Experience in implementing international medical communications programs: Japan and the Pacific Rim, Europe, and South America

## CURRENT PROFESSIONAL POSITION

**1999 to present** *The MedCom Resource, Inc.*

*President*

Provide editorial, scientific and technical support for the development and implementation of pharmaceutical educational programs

See Web site for description of services offered: [MedComRes.com](http://MedComRes.com)

## PAST POSITIONS

**1999 to 2001** *www.Vicus.com*

*Senior Vice President, Medical Communications*

Develop editorial content on complementary and alternative medicine

**1992 to 1999** *Churchill Communications, North America, Inc.*

*Executive Vice President, Chief of Operations*

*Director, Continuing Education*

*Director, New Project Development*

Supervise 60 full-time employees plus freelancers at two offices in the US  
(Secaucus New Jersey, and Los Altos, CA)

Oversee an annual salary budget of \$4.2 million on revenue of \$19 million

Conceptualize and implement innovative and credible educational programs that  
meet pharmaceutical marketing objectives

Provide scientific and technical support to the Churchill Communications sales  
force during proposal development and presentations to clients

Serve as liaison between clinical researchers and marketing personnel to  
ensure the most effective use of drug data in educational programs

**1989 to 1992**    ***Radius Scientific, Inc.*** (sold to Pearson plc. in 1992)

*Co-founder & Vice President for New Project Development*

**1986 to 1989**    ***Advanced Therapeutics Communications International***

***Division of Physicians World Communications Group,***

*Senior Vice President, Editorial Director*

**1983 to 1986**    ***Advanced Therapeutics Communications, Inc.***

*Vice President/Editorial Director*

**1982 to 1983**    ***ADIS Press, Inc., New York***

*Associate Editor*

**1976 to 1982**    ***University of Utah, School of Pharmacy***

*Assistant Professor of Clinical Pharmacy*

*Adjunct Assistant Professor of Surgery*

## **MEDICAL COMMUNICATIONS EXPERIENCE**

Written and supervised development of more than 200, monographs, articles, newsletters, slide kits, and other educational programs, including videos, CD-ROM, Internet sites, and preceptorships in support of pharmaceutical marketing programs or as a result of conducting original research at the university level.

Experienced in conceptualizing and implementing all phases of meetings programs: advisory boards, consensus conferences, investigator meetings, symposia, and interactive theater.

Alzheimer's disease	Imaging agents
Anesthesia	Infectious diseases
Asthma	Migraine
Attention-deficit hyperactivity disorder	Multiple sclerosis
Cardiovascular diseases	Nutrition
Complementary and alternative medicine	Oncology
Contraception	Oral contraceptives
Dermatology	Parkinson's disease
Diabetes mellitus	Pain management
Drug abuse	Pharmacokinetics
Epilepsy	Photodynamic therapy
Erectile dysfunction	Prostate cancer
Gastrointestinal diseases	Respiratory diseases
Generic drug issues	Rheumatic diseases
Hepatic diseases	Schizophrenia
HIV/AIDS	Sexually transmitted diseases
Hormone replacement therapy	

## **EDUCATION AND TRAINING**

### **Postdoctoral Residency** in Clinical Pharmacy

Truman Medical Center, Kansas City, Missouri

### **Doctor of Pharmacy (PharmD)** in Clinical Pharmacy Practice

University of Missouri - Kansas City, Kansas City, Missouri

### **Master of Science** in Institutional Pharmacy Practice

St. John's University, College of Pharmacy and Allied Health Professions, New York

### **Residency in Hospital Pharmacy** (American Society of Hospital Pharmacists - accredited)

Hunterdon Medical Center, Flemington, New Jersey

**Bachelor of Science** in Pharmacy

Rutgers—The State University of New Jersey, College of Pharmacy, New Brunswick, New Jersey

**HONORS**

ASHP Pharmacist of the Year Award for Achievement in the Professional Practice of Pharmacy

Rho Chi Society, St. John's University

Leadership Recognition Society, Rutgers University

Anthony J DeRosa Memorial Award for Professional Activity in the Community,

Pi Delta Epsilon - Honorary Collegiate Journalism Fraternity. Rutgers University

**COMPUTER SKILLS: MACINTOSH AND WINDOWS**

MS Word      MS PowerPoint      Canvas

MS Excel      Filemaker Pro

**PROFESSIONAL SOCIETIES**

American College of Clinical Pharmacists

American Society of Health-System Pharmacists

**REFERENCES:** Provided on request