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Axiom Announces Key Staff Appointments in Operations & Sales

Yardley, Pennsylvania – April 7, 2011 - Donna Thomas, President of Axiom, a member of the Huntsworth Health group of agencies, today announced several key staff appointments. Carl Seidel has been appointed to the role of Vice President, Operations and Barry Rogers has joined as Vice President, Sales. These new appointments at Axiom, which develops training and medical education programs for pharmaceutical, biotech, and medical device companies, will continue to foster the agency's growth and focus on innovation and exceptional client service.

Mr. Seidel has been employed at Axiom for over four years and was previously an Account Director leading the agency's Johnson & Johnson account team. "We are thrilled to promote Carl to his new operational role on Axiom's management team. Carl has contributed significantly to Axiom's success over the years by providing leadership, strategic insight and helping to develop new business." stated Thomas. "In his new role, Carl will focus on increasing operational efficiencies, client services procedures, and financial reporting" added Thomas.

Mr. Rogers joins Axiom from sanofi-aventis Pharmaceuticals where he most recently held positions as Area Director, Sales Training & Development and as a Specialty District Sales Manager. In addition to a masters degree in education and a bachelor's degree in medical technology, Rogers brings extensive experience in sales, education, and curriculum development gained through a career spanning over 20 years in the pharmaceutical industry. Of Rogers, Thomas stated, "Barry's experience in sales training, leadership development, and technology will be an incredible value-add to the Axiom team. I look forward to his contributions to our sales and account team."

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About Axiom

Axiom combines the sciences of medicine, instructional design (and/or adult learning), and digital technologies to create innovative training curriculums and educational materials. Axiom develops training and medical education programs for pharmaceutical, biotech, and medical device companies using the principles of Evidence-Based Training™. Axiom's expertise includes the creation of blended learning experiences—e-learning modules, simulations and games, workshops, print materials, and mobile performance support tools. For more information about Axiom, contact Donna Thomas at donna.thomas@axiomhh.com or visit our website: www.axiomhh.com.

About Huntsworth Health

Huntsworth Health is a global family of best-in-class agency brands with expertise in strategic analysis and planning, medical communications, interactive marketing, branding and brand awareness, advertising and marketing communications, public relations, and sales training and development. Huntsworth Health has offices in Auckland, Hong Kong, London, New York, Philadelphia, San Francisco, and Singapore and has access to 70 offices in 31 countries through the Huntsworth plc global network. For more information about Huntsworth Health contact Neil Matheson at neil.matheson@hhna.com and visit the company's website at: www.huntsworthhealth.com.

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