



## **Pharmatas Appoints new Director of Business Development**

Carlow (Ireland) January 8. Pharmatas, the leading provider of specialized pharmaceutical direct marketing and telemarketing services, has announced the appointment of a new Director of Business Development.

Pharmatas is delighted to announce the appointment of Mr. Trevor Donovan to the role of Director of Business Development. In this new position Donovan will be responsible for several functions including new sales development, expanding existing business and managing the growing Pharmatas U.S. client portfolio.

While speaking on the new appointment Pharmatas Head of Operations, Mr. Thomas Dermody commented, "I have every confidence that Trevor has the industry knowledge and product expertise to help us bring our services to market in the United States in a timely fashion. Our direct-to-physician telemarketing services are unrivalled in the US market and our challenge is to now demonstrate this".

Donovan has held several positions at Pharmatas up to this point. After beginning his career with the company as a senior pharmaceutical direct marketing executive, Donovan has been promoted to several positions within the growing company, including Account Manager and Sales Manager (Europe). Now responsible for expanding Pharmatas direct-to-physician and pharmacy program services in North America, Donovan will be based between headquarters in Ireland and New Jersey.

Commenting on his appointment Donovan stated, "I am excited at being afforded the opportunity to assist Pharmatas with its aggressive growth strategy in the United States. I firmly believe that Pharmatas provides a unique and value-for-money service and I intend to focus on getting that message across to the larger pharmaceutical providers Stateside".

## **About Pharmatas**

Pharmatas helps pharmaceutical companies achieve the full market potential of promotionally sensitive products by direct and efficient contact with the high prescribing market and selected specialists. Using well-refined and experienced approach, it works with the pharmaceutical marketer to design brand-specific campaigns that lengthen the product life cycle and increase Rx writing by physicians. Pharmatas is headquartered in Carlow, Ireland and serves predominantly North American and European markets. The company executes direct to physician and

pharmacy programs primarily targeting U.S. physicians and healthcare professionals, as well as both chain and independent pharmacies.

To learn more about Pharmatas Direct-to-Physician or Pharmacy Stocking programs please contact us by telephone or e-mail for a quick response:

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