



## **ZIMENT ANNOUNCES THE APPOINTMENT OF PATRICIA DAVIS AS VICE PRESIDENT AND DIRECTOR OF CLIENT SERVICE**

New York, NY – May 13, 2008 -- Ziment, a healthcare marketing research and consulting company, announces the appointment of Patricia M. Davis as Vice President and Director of Client Service. Davis, who will join Ziment on July 1, will bring with her a long track record of providing research-based strategic marketing insights to pharmaceutical clients. In her new role, Davis will build and manage relationships with Ziment clients and oversee project execution.

Davis joins Ziment with more than 20 years experience in strategic marketing research in the healthcare industry, including senior management positions with global responsibilities at some of the industry's leading healthcare marketing research companies.

“Pat brings all that our clients expect – great client-service skills, deep marketing research knowledge, and a strong sense of what results mean for our clients’ marketing efforts,” said John Tapper, Ph.D., Chief Executive Officer of Ziment. “We are delighted to have her join our talented team, driving Ziment’s continued growth as a worldwide leader in healthcare marketing research”.

Patricia Davis has a Master of Arts degree, with a concentration in research methodology, from the University of Connecticut and Bachelor of Science degree from Ursinus College in Pennsylvania.

### **About Ziment**

Ziment is the strategic primary marketing research division of Ziment Group, providing customized intelligence and solutions to the healthcare and pharmaceutical industries worldwide. As a strategic partner, Ziment offers a full range of qualitative and quantitative marketing research approaches, as well as business solutions and consultation, that help marketers reach business objectives, from compound to profit. For information, visit [www.ziment.com](http://www.ziment.com).

### **About Ziment Group**

Ziment Group is a leading global marketing research group of companies serving the healthcare, pharmaceutical and biotechnology industries for more than 30 years. Ziment Group is the global healthcare research brand for The Kantar Group, the Information and Consultancy Division of WPP, plc. For more information, visit [www.zimentgroup.com](http://www.zimentgroup.com).

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