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Adele Gulfo joins Pfizer as U.S. President, Primary Care

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(BUSINESS WIRE)--Pfizer Inc. (NYSE:PFE) announced today the appointment of Adele Gulfo, U.S. President, Primary Care. In this new position, Ms. Gulfo is responsible for the company's U.S. Primary Care business, including its five Regional Business Units, commercial operations, marketing, and corporate and government customer relationships. She reports to Olivier Brandicourt, President and General Manager of Pfizer's Worldwide Primary Care business.

"This is a pivotal moment in health care for our patients and our business, and Adele Gulfo's scientific and commercial background and diversity of leadership experience in strategy, sales and marketing make her the ideal person to lead the U.S. Primary Care organization," said Mr. Brandicourt.

Ms. Gulfo joins Pfizer from AstraZeneca, where she was most recently Vice President, Business Development and Design for Launch, responsible for sourcing, evaluating and securing external assets including partnerships, acquisitions, and licenses, as well as clinical and commercial development across all therapeutic areas of products entering Phase 2b.

She previously led AstraZeneca's Cardiovascular Business and played a crucial role in the success of Crestor. She led commercial and development functions, including marketing, sales, clinical development, regulatory and life-cycle management for Crestor and other cardiovascular brands, including Toprol XL, Zestril, Sular, Plendil, and Atacand.

Before she led the successful launch of Crestor she did the same for Lipitor. Ms. Gulfo spent nine years at Warner-Lambert, and was instrumental in developing and leading the campaigns that established Lipitor as a market leader shortly after it launched.

Ms. Gulfo spent the early part of her career as a biochemist. She completed her undergraduate degree in biology and chemistry at Seton Hall University, and her MBA at Fairleigh Dickinson University.

Pfizer Inc.: Working together for a healthier world™

At Pfizer, we apply science and our global resources to improve health and well-being at every stage of life. We strive to set the standard for quality, safety and value in the discovery, development and manufacturing of medicines for people and animals. Our diversified global health care portfolio includes human and animal biologic and small molecule medicines and vaccines, as well as nutritional products and many of the world's best-known consumer products. Every day, Pfizer colleagues work across developed and emerging markets to advance wellness, prevention, treatments and cures that challenge the most feared diseases of our time. Consistent with our responsibility as the world's leading biopharmaceutical company, we also collaborate with health care providers, governments and local communities to support and expand access to reliable, affordable health care around the world. For more than 150 years, Pfizer has worked to make a difference for all who rely on us. To learn more about our commitments, please visit us at www.pfizer.com.

Pfizer Inc.Sally Beatty, 212-733-6566