



# Pfizer's Oncology Business Unit Appoints Senior Executive to Head U.S. Region

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(BUSINESS WIRE)--Pfizer Inc announced today the appointment of Elizabeth Barrett to Regional President, U.S. for its Oncology Business Unit where she will lead sales, field operations, and marketing. Ms. Barrett possesses over 25 years of management expertise and a proven track record in building profitable organizations, working in multi-national companies with international experience and launching and expanding new businesses.

Most recently, Ms. Barrett held the position of Vice President & General Manager, Oncology Business Unit at Cephalon, Inc. where she successfully launched the company into oncology in an integrated business unit. Ms. Barrett oversaw the marketing, sales and medical affairs organizations and was responsible for developing the short and long term plans to build an oncology business. Under her leadership, the business was extremely successful surpassing all financial and business objectives.

Ms. Barrett's previous oncology experience also includes managing Johnson & Johnson's cancer therapeutics business and overseeing its new business development and licensing and acquisitions. At Johnson & Johnson she also served as Worldwide Vice President of Sales and Marketing for Veridex, LLC, and Vice President of the Critical Care and Surgery Franchise for Ortho Biotech, Inc.

"Liz Barrett has extensive global expertise in oncology which is directly applicable to the challenges and opportunities that we face in becoming a world leader in oncology," said Garry Nicholson, president and general manager of Pfizer's Oncology Business Unit. "As the Oncology Business Unit continues to explore and build upon new areas and tumor types, it is important that we have the right leaders in place to ensure that we can deliver superior total value not only internally within the company, but to the physicians and

patients that we serve.”

Ms. Barrett has received numerous awards from industry organizations including TWIN (Tribute to Women in the Industry), DTC Marketer of the Year, VP Sales/Marketing Award, HBA Rising Star, Women’s Leadership Initiative Ambassador and Outstanding Marketer of the Year. She holds a Bachelor of Science in Business Administration from the University of Louisiana in Lafayette, Louisiana and a Masters in Business Administration-Marketing from St. Joseph’s University in Philadelphia, Pennsylvania.

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