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M/A/R/C® Research Hires John Cheneler as Senior Vice President

IRVING (Dallas) June 17, 2010 – M/A/R/C® Research, a full-service marketing research and consulting firm, announces that John Cheneler has recently joined as a Senior Vice President of Medical Services. He will lead the M/A/R/C Rx medical services division, which assists Pharmaceutical and Medical Device companies with their FDA required initiatives and research needs including patient surveillance, communications and message testing, tracking, and compliance.

“For many years we have been a leader for medical research in traditional positioning of medical marketing and have engaged several clients’ regulatory issues. One area we wanted to bolster was our practical experience for clients in the regulated groups,” said Randy Wahl, EVP and Director of Advanced Analytics of M/A/R/C Research. “John fit this well with over 15 years leading the initiatives for several major clients. John will be located at the corporate office in Dallas, TX.” M/A/R/C Rx also has offices in Greensboro, NC; Nashville, TN; New York, NY; and St. Louis, MO.

Cheneler brings over 25 years of experience in directing strategic development from Fortune 500 companies to start-up enterprises. He has extensive experience in the Pharmaceutical and Medical Devices industries, serving as a senior executive at Merck, Shotwell & Carr, a regulatory affairs consulting firm along with experience in marketing/sales with Boehringer Mannheim and Johnson & Johnson. In addition, Cheneler has aided in successful strategic planning and implementation programs across several industries, including pharmaceutical and medical, healthcare, managed care, retail, telecommunications, computer technology, and petroleum.

Cheneler is an Adjunct Instructor for Southern Methodist University and frequently guest lectures at other leading universities. He earned his BS in Biochemistry and holds an MBA.