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M/A/R/C[®] Research Welcomes Two New Account Directors

Nancy Miller and Mary Loveland Join M/A/R/C Research

M/A/R/C Research announces that **Nancy Miller** has joined the firm as Account Director. She brings over 15 years of experience in the market research industry with a primary focus on pharmaceutical, biotechnology, and health care markets. In addition, she has worked in the medical field as a nurse administrator.

Miller was previously an independent marketing research consultant for North Carolina hospitals and healthcare agencies. She moved into account management where she managed pre-launch, product launch, and line extensions in multiple therapeutic categories. A strategic consultant, she is also an expert in qualitative and quantitative methodologies. Her nursing administrative experience includes critical care, cardiovascular, neurosurgery, and burn care.

"Nancy will be a terrific addition to the staff. Her 15 years of market research experience and medical background will be an enormous resource for our healthcare clients" expressed Merrill Dubrow, M/A/R/C President and CEO.

Miller is an active member of the Strategic Account Management Association (SAMA), and is active in the Pharmaceutical Business Intelligence Research Group (PBIRG), and Pharmaceutical Manufacturers Research Group (PMRG) organizations. She has served on the Boards of the American Burn Association and the International Society for Burn Injuries.

She holds an MBA from the University of North Carolina at Chapel Hill and an RN, BSN from Duke University.

Mary Loveland has joined M/A/R/C Research as an Account Director. She has over 20 years of broad experience working within the pharmaceutical industry.

Loveland began her career with Schering Laboratories where she managed market research, marketing, and product promotions. She later moved into market research as an account executive focusing on the pharmaceutical industry. Loveland has experience with qualitative and quantitative methodologies, and has a broad range of therapeutic knowledge. In addition, she has been involved with identifying and developing appropriate market research design and methodology for her clients.

"Mary is a great addition to the M/A/R/C team and we are excited about the opportunities she brings to M/A/R/C" said Susan Hurry, Senior Vice President of M/A/R/C Research. "Her extensive experience in pharmaceutical research should help us significantly expand our presence in the pharmaceutical industry."

An active member of the Strategic Account Management Association (SAMA), Loveland is also active with the Pharmaceutical Business Intelligence Research Group (PBIRG), and Pharmaceutical Manufacturers Research Group (PMRG) organizations.

Loveland obtained her BS in Commerce and Finance from Wilkes College.