



May 1, 2008

Dear Colleagues,

I am privileged to announce that Executive Connections is representing **Robert DeBartolo** to take his career to the next level. This opportunity is to formally enroll Mr. DeBartolo in a new career position that engages his strengths as a senior leader in advertising and marketing, with healthcare industry specialization in eye care, pharmaceuticals, medical devices and other healthcare sectors.

In this unprecedented era of rising healthcare costs, healthcare industry mergers/consolidations, and increasing privacy regulation and initiatives, Mr. DeBartolo's skills as a senior leader in advertising and marketing will be an asset to any company for which marketing effectiveness and patient/physician relevance are critical success factors. This is a great opportunity to have Mr. DeBartolo be part of your senior leadership team.

Corbett Accel Healthcare Group, part of Omnicom Group, Mr. DeBartolo's current employer, has reorganized account management based on recent agency growth, eliminating his position. Scott Cotherman, CEO of Corbett Accel, can personally attest to Mr. DeBartolo's outstanding credentials and the excellent service he provided to Corbett Accel over 14 years. Mr. Cotherman is a strong, positive supporter of Mr. DeBartolo and is actively assisting in Mr. DeBartolo's executive search.

After completing a several-month strategic assignment in the digital/interactive area for Omnicom's DAS Group, Mr. DeBartolo has just come into the employment marketplace on a full-time basis. This offers a great opportunity to Mr. DeBartolo and the company who hires him.

Mr. DeBartolo lives in Northbrook, IL, and he is open to both client-side and agency-side opportunities requiring relocation nationwide.

Corbett Accel's loss can be your company's gain. Please let me know if your company, or one of your affiliated companies, would be interested to meet/speak with Robert DeBartolo.

I can be reached at 941-323-8300 to discuss the opportunity further.

Thanks once again for connecting and being connected.

Jeff Gundersen

P.S. You have our permission to forward this e-mail to potential interested parties.

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Bob DeBartolo

SUMMARY

Pharmaceutical and healthcare marketing executive with global manufacturer and professional services experience. Strong emphasis in advertising, including leadership of major clients, agency business development, and accountability for financial and operational performance. Corporate-level responsibilities for strategic expansion, talent development and cross-fertilization of professional services disciplines. Excellent team-building skills across multi-functional teams.

PROFESSIONAL EXPERIENCE

CORBETT ACCEL HEALTHCARE GROUP, Chicago, IL 1993-2008
An Omnicom Group and DAS Healthcare Group Company

Managing Director, Value Point Advisors, New York, NY 2007-2008
DAS Healthcare Group Company assignment

Responsible for overseeing and driving digital innovation for the company in the pharmaceutical and healthcare sector. Engaged the firm's healthcare agencies and client solutions partners in the design, development and application of strategies to achieve new measures of promotional return for clients across multiple disciplines.

- Grew overall company share and dominance in the tablet PC-driven closed-loop-marketing segment, including expansion into Europe through formalized partnership with Proscape, the industry leading software company.
- Managed corporate-level partnership with Sermo, an emerging physician digital social network, by overseeing and driving business growth for the healthcare agencies; led a team of strategists representing a range of professional services disciplines.

Executive Vice President, Corbett Accel Healthcare Group 2001-2007
Executive Director of Client Services, Corbett Worldwide Healthcare Communications

Responsible for account management oversight, business development and financial/operational performance for the agency. Provided leadership across the firm's diverse blue-chip client base to drive brand-building impact, stronger partner relationships and organic business growth.

- Significant contributor to corporate financial performance, with compounded annual growth rate exceeding 18% since 2000 and above-average industry profitability. Considered one of Omnicom's best-managed companies.
- At Corbett Worldwide, while overseeing client services, achieved substantial anchor client growth with Alcon, BMS and Merck. New clients Proctor & Gamble, Sanofi, and Johnson & Johnson added and maintained.
- Helped the company innovate and grow its operation around the world with global strategy and implementation through partnership with network agency affiliate in London, England.
- Developed and oversaw the Corbett Accel Strategic Advertising College.

Managing Director, Potentia Partners

2000

Upon return to Corbett Accel, led a full-service agency business unit that focused on specialty pharmaceutical and healthcare clients.

- Successfully re-aligned and turned around the group, resulting in the addition of two new clients, and restored profitability. Was awarded the Corbett Accel Growth award.
- Oversaw the merger of the business unit into the Corbett Worldwide Healthcare Communications flagship division.

VP, Director New Business

1993-1999

VP, Account Management**Account Supervisor**

Progressive responsibility for general management and development of several client businesses across a range of therapeutic categories and customers.

SALUNET, Portland, OR

1999-2000

Vice President, Sales

Left Corbett Accel for one year to pursue a start-up company opportunity. Original member of the senior management team that secured venture-capital financing and developed the go-to-market operational strategy that focused on building websites for physician practices. Responsible for business development activities with pharmaceutical clients.

ALLERGAN INCORPORATED, Irvine, CA

1983- 1993

Marketing Manager, Special Programs**L.A. District Sales Manager****Manager, Sales Training****Advertising Account Executive****Chicago Territory Manager**

Progressive and accomplished sales and marketing management responsibility across the pharmaceutical, contact lens care and medical optics division.

EDUCATION**Bachelor of Science, Business, 1982**

Miami University, Oxford, Ohio

PROFESSIONAL DEVELOPMENT & TRAINING

Senior Management Program, Omnicom University, Babson College

Pharmaceutical Marketing training course work at Amos Tuck, Dartmouth and Wharton School of Business, University of Pennsylvania