



## **FOR IMMEDIATE RELEASE**

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### **C3i Announces Addition of Pharmaceutical Industry Veteran to Its Board of Directors**

**New York, NY - September 16, 2002** - C3i, the leading provider of customer management solutions to the life sciences industry, announced that Carol Gershaw will join its Board of Directors. In addition to receiving a seat on the Board, Ms. Gershaw will provide strategic advice on several company initiatives. Ms. Gershaw will join the C3i team with extensive pharmaceutical experience as well as a history of working with C3i while she was an executive at Schering-Plough.

"Having worked with C3i for several years as one of their clients, I was both excited and honored when they extended me an invitation to join their Board of Directors. C3i has a proven reputation for providing comprehensive customer management services to the life sciences industry. I look forward to continuing my relationship with C3i, both as a Board Member and strategic advisor," commented Carol Gershaw.

Ms. Gershaw comes to the C3i Board after a career at Schering-Plough spanning two decades. While there, she held several positions, including Regional Director of Managed Care Sales and Vice President of Sales and Marketing Planning and Analysis. Ms. Gershaw concluded her career at Schering-Plough as the Vice President of

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Information Technology. Since leaving Schering-Plough, Ms. Gershaw founded Beacon Pointe Group, a consulting firm specializing in sales, marketing and business strategy for the life sciences industry. She currently provides consulting services to several leading pharmaceutical organizations. Aside from her roles within the pharmaceutical industry, Ms. Gershaw is Director of the New Jersey Attorney Disciplinary Oversight Committee, where she is the Chairperson of the Budget Committee. Ms. Gershaw holds a Bachelors degree in Biology and an M.B.A. from Rutgers University.

Joel Morse, President and Co-Founder of C3i, stated, "I am delighted to have Carol join our Board and contribute her vast pharmaceutical knowledge to our managerial decision making process. In selecting our newest Board member, we wanted someone with deep experience in the industry as well as a clear understanding of the needs of our clients. Carol easily exceeds these criteria and represents a tremendous addition to our organization. As part of her role, she will advise C3i on product direction, alliance strategy, and capabilities development."

Forging strategic partnerships with many leading life sciences companies over the past several years has helped drive C3i's growth and establish it as a leader in the customer management services marketplace. "With Carol's numerous accomplishments and deep industry experience, it is a vote of confidence in C3i that she chose to join our team to participate in the strategic direction-setting of our company," continued Morse. C3i provides customer management services to over twenty-five life sciences organizations, and currently supports over 28,000 North American sales professionals.

**About C3i:**

C3i is devoted to helping life sciences companies realize the potential of their investment in customer relationship management. Focusing on the full CRM solution, C3i provides customized Siebel ePharma system implementation, training, end-user help desk, asset management, applications administration and data production. By combining these EndtoEnd services in a seamless solution, C3i delivers superior value to its clients. C3i is a Premier Consulting Partner of Siebel Systems, Inc. C3i has facilities in New York, NY, and Morristown, NJ.

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