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Regulatory Presentation Veteran, Lee Potts, Joins Regulatory Presentation Management as Project Director

RPM's new Project Director offers wide range of multimedia, tactical and logistical guidance to clients presenting to FDA Advisory Committees

RESEARCH TRIANGLE PARK, NC, (April, 2009) --- Regulatory Presentation Management (RPM), the experts in helping medical, biotech, and pharmaceutical companies present to FDA Advisory Committees, has hired Lee Potts as a project director.

RPM, a division of Presentation Strategies Inc., has guided clients through more presentations before FDA Advisory Committee Meetings (ACM) than any other service provider in the United States. RPM focuses on six core areas:

- Drugs
- Biologics/Vaccines
- Devices
- EUCAST
- CLSI

Potts brings more than 16 years of tactical and logistical guidance as well as multimedia and graphic support to RPM. Most recently, he worked with Merck & Company scientific/regulatory teams as they prepared for and presented at FDA ACMs. This included training teams in the presentation creation and delivery process as well as coordinating the production of all visual content. He also developed and communicated a wide range of best practices specific to these very demanding and specialized projects. Potts has worked on 19 ACM presentations since 2001.

“Lee Potts knows the step-by-step procedures needed to deliver an engaging ACM presentation and his track record is outstanding,” says Jamie Blackburn, President of Presentation Strategies Inc. “Companies have made incredible investments in time and money to reach an FDA Advisory Committee meeting and they deserve the best talent and technology to get their message across.”

“RPM offers clients a complete package of services covering every aspect of presentation planning from the core presentation and backup slides to rehearsals and AV support,” adds Potts. “I look forward to directing all of our talent and technology to help our clients communicate their messages about life-saving medications, therapies and devices to FDA Advisory Committees.”

About Regulatory Presentation Management

Regulatory Presentation Management offers a single source for everything that clinical and regulatory teams in the medical device, biotech, and pharmaceutical industries need to deliver flawless, impeccable, engaging and compelling presentations before FDA Advisory Committees. For more information about RPM, visit www.my-rpm.com.

About Presentation Strategies Inc.

Presentation Strategies Inc. (PStrat) provides a comprehensive portfolio of digital marketing, training and technology solutions to Fortune 500 companies and the bio/pharmaceutical industries. For more information about PStrat, call Meredith McGurn at 919.767.9400 or visit www.pstrat.com.

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