

LaVoie Group Newsletter

The Acknowledged Leader in Life Science Communications

SUMMER 2008

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2008

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Donna L. LaVoie to Lead Investor Relations Panel at BIO 2008 International Convention

WHO:

Donna L. LaVoie,
President & CEO of LaVoie Group

WHAT:

"Investor Relations Practices Across
Market-Cap Companies" panel

WHERE:

San Diego Convention Center
in room 27 AB

WHEN:

Thursday, June 19
from 10:30 a.m. - 12:00 p.m.

Panelists include: Michael
Partridge, Sr. Dir., Strategic
Communications, Vertex
Pharmaceuticals, Inc.; Rebecca
Peterson, VP, Corp. Comm.,
Alkermes, Inc. and Michelle Dipp,
M.D., Ph.D, Dir. Corp.
Development, Sirtris
Pharmaceuticals, Inc. For more
information, please [click here](#).

LaVoie Group Adds to its Life Science Communications Team

Lisa Rivero joins LaVoie Group as Director/
Senior Account Supervisor. As a senior
counselor, Lisa will provide strategic public
relations guidance across life science accounts
and work with the seasoned LaVoie Group
team.



Prior to LaVoie Group, Lisa was employed by PAN Communi-
cations, where she held the position of Account Manager. At
PAN, she managed account activities such as value-added stra-
tegic planning and allocating agency resources for a diverse
client base. She also provided fully integrated public relations
counsel to business to business (B-to-B) clients, consisting of
trade and business media outreach, search engine optimization
(SEO), blogging strategy, analyst relations, as well as speak-
ing and award programs. In her portfolio at PAN, Lisa planned
and executed a variety of successful B-to-B campaigns to drive
visibility for her clients, and provided the foundation for multi-
faceted partner and customer programs. Prior to PAN, Lisa held
positions at Schwartz Communications and Sharon Merrill As-
sociates, where she was a key player in their public relations and
investor relations programs respectively. Lisa brings a decade of
experience in writing corporate materials, such as public rela-
tions plans, press releases, white papers, bylined articles, corpo-
rate FAQs, product sheets, web site copy and newsletters.

Lisa brings to LaVoie Group:

- Over 9 years of corporate communications experience managing public relations programs focusing on media and analyst relations
- Knowledge of social media strategy around SEO, blogger relations (corporate and third party commentary), podcasting and social networking sites
- Public company experience including successful IPO planning and execution, writing quarterly materials such as earnings announcements and conference call scripts, and working with sell-side and buy-side analysts