
MEDTHINK BRINGS ON CONWELL AS VEEP, ECD



MedThink has tapped Joseph R. Conwell as senior vice president, executive creative director. Conwell joins from Euro RSCG Life/MetaMax in Princeton, New Jersey, where he served as vice president and associate creative director. Conwell has managed creative team campaigns for pharmaceutical brands like Lovenox and Diovan, and has executed successful launches for Exforge, Yaz, Kodak Health Imaging and GE Healthcare. He has done other healthcare-related work for Bristol-Myers Squibb, Merck, Novartis, Ortho-McNeil, and Sanofi-Aventis. His national consumer brand work includes Coca-Cola, Procter &, Lipton Tea and Mars. Raleigh, North Carolina's MedThink Communications is a health care advertising agency with eight doctorate-level scientists who support the creative, digital, advertising, medical communications and public relations services.

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