



FOR IMMEDIATE RELEASE

CONTACT:

Kelly Sladek
SCORR Marketing
308.237.5567

Kelly@scormarketing.com

CEDRA Corporation Announces Senior Director of Business Development in Generics

(Austin, TX; June 22, 2010) — [CEDRA Corporation](#), a division of [Worldwide Clinical Trials](#) and provider of Phase I-IIIb clinical research and bioanalytical services, is pleased to announce the appointment of CEDRA's Senior Director of Business Development in Generics, John F. Pottier.

Pottier, a results-driven professional, has more than 17 years within the sales and marketing sector of the contract research organization (CRO) market. His extensive experience in building accounts within the pharmaceutical, generic pharmaceutical and biotech industries is key to focusing on the growth potential in the expansion of the generics sector at CEDRA.

"We are thrilled to have John join us," stated CEDRA CEO Anthony G. Busa, Jr. "His experience with generic drug development programs, teaming up with our expertise in study design and regulatory knowledge, will continue to ensure smooth, efficient bioequivalence studies for our clients. John's addition will benefit CEDRA in a number of ways and help to ignite the expansion of our generics division."

Pottier received his Bachelor of Science in business marketing from Central Missouri State University, located in Warrensburg, Missouri. He continues to stay up-to-date on the latest industry news and innovations through his memberships in the American Association of Pharmaceutical Scientists (AAPS), Drug Information Association (DIA), Generic Pharmaceutical Association (GPhA), International Generic Pharmaceutical Alliance (IGPA) and American College of Clinical Pharmacology (ACCP).

Prior to joining CEDRA, Pottier held positions with Novum Pharmaceutical Research Services and PRACS Institute, Ltd./Cetero Research, which were all related to business development and enhancing sales and marketing strategies to help propel each company's opportunity for growth.

-more-

About CEDRA

CEDRA Corporation, a division of Worldwide Clinical Trials, offers a full range of Phase I-IIb [clinical research](#) and [bioanalytical](#) services, as well as [specialized studies](#) to the pharmaceutical/biotech and medical device industries. CEDRA's combination of a state-of-the-art bioanalytical laboratory with clinical research sites allows them to play an important role in drug development programs. To learn more about CEDRA, visit www.cedracorp.com and follow CEDRA on [LinkedIn](#).

###