

FMC Names Michael Guire VP, Sales

Parsippany, NJ – June 7, 2016 – Frontline Medical Communications (FMC), a leader in digital, print and live events for health care professionals, is pleased to announce Michael Guire has recently joined the Company as Vice President, Sales.

Michael Guire is a sales veteran with more 20 years of experience in medical publishing. Mike's previous positions at major medical publishing companies helped develop his knowledge of print and digital content offerings serving numerous medical specialties. He honed his leadership skills as part of the Executive Committee of the Association of Medical Media, and served as President in 2012. Mike's sales acumen, management style and creative thinking skills will serve him in his new role at FMC, where he will support the FMC sales teams as they partner with clients to develop comprehensive marketing programs.



Upon making the announcement, CEO Alan Imhoff commented, "Mike has extensive experience running sales organizations for Elsevier and Wolters Kluwer, and I know that he will be a great addition to Frontline." He noted, as FMC continually invests in digital technologies enabling unparalleled content to readers, effective Sales leadership, management and communication is equally important in establishing and producing programs to achieve our client's goals."

Mike Guire can be reached in the office at 973-290-8224; by cell phone at 609-203-1598, or by email at mguire@frontlinemedcom.com.

About Frontline Medical Communications

Frontline Medical Communications Inc. is one of the healthcare industry's largest medical communications companies and a leader in digital, print, and live events. The Company leads in HCP-level targeting and is ranked 1st in combined web and print engagements, meeting the marketing challenges of our pharmaceutical and device customers. We reach 1.2 million+ physicians and other HCPs through more than 30 brands serving 22 distinct market segments. Print reach surpasses 790,000 and extends digitally with 125 eNewsletters, 40 active Web sites, mobile apps and digital editions. FMC delivers medical news daily from on-site reporting at major medical meetings and in collaboration with notable societies and medical associations. FMC produces 18 live events and digital click-for-credit CME through affiliation with Global Academy for Medical Education, LLC (globalacademycme.com). Visit us at frontlinemedcom.com. [Follow us](#) on Twitter | [Like us](#) on Facebook.

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