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## **CROMSOURCE Expands Operational Footprint and Management Team**

### **CROMSOURCE Implements Growth Strategy by Opening New Office in North America and Expands Executive Leadership Team**

Verona, Italy, 2 May, 2016 – CROMSOURCE, an international contract research organization (CRO) providing a comprehensive portfolio of services to the pharmaceutical, biotechnology, and medical device industries, announced today the appointment of four senior executives to its Management Team. The appointments include: Dr. Troy W. McCall as Chief Operating Officer (COO), Debbie Kent as Global Head of TalentSource staffing solutions, Dr. Kerry Dyson as Global Head of Clinical Research Division and April McCall as Vice President of Commercial Operations. Additionally, CROMSOURCE announced the expansion of its North American presence with the opening of an office in Research Triangle Park in North Carolina.

*“The addition of such experienced industry executives strongly positions CROMSOURCE for future growth. We are fully committed to offer our clients the expertise and services they need to be successful in their medical product development efforts,”* stated Dr. Oriana Zerbini, founder and CEO of CROMSOURCE. She added, *“Furthermore, our new office in North Carolina will allow us to serve our clients better who are based in, and around, Research Triangle Park.”*

Dr. McCall has nearly 25 years of experience in the pharmaceutical industry, having worked for more than a decade each in increasingly senior positions in specialty pharma and global life science services companies. He has been a managing partner and/or CEO at four CRO’s, including Premier Research, has served as an advisor to private equity firms to support their investment activities, and advises non-profit organizations in a variety of areas to improve the ways in which new drugs are developed and monitored in the post-market setting.

According to Dr. McCall, *“I’m very excited to have the opportunity to join the CROMSOURCE team. We are well-positioned to execute our growth strategy by expanding our European and North American presence as we build upon the experience and expertise across the global organization.”*

Mrs. Kent has worked in the pharmaceutical industry since 1992 and joined CROMSOURCE as Global Head of TalentSource Life Sciences Unit. Debbie’s previous role was Worldwide Director, Functional Services Unit at Parexel where she was heavily involved in staff augmentation and insourcing, strategic management, and development of the Functional Services Department. Debbie has global management experience, leading a large management team throughout Europe, Asia, and the Americas.



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Since joining the pharmaceutical industry in 1999, Dr. Dyson has worked in roles of increasing seniority within operational clinical development at several pharmaceutical and life science services companies, including Novartis Pharmaceuticals and Innovex. Kerry joined CROMSOURCE in 2008 with responsibility for corporate strategy, as well as leading operations and business development efforts in the UK. He will now lead the Global Clinical Research Division.

Mrs. McCall has more than 18 years of Marketing and Business Development experience in the CRO industry covering services that span all phases of drug development. April's previous role was Vice President of Business Development Operations at inVentiv Health Clinical. In addition to marketing and business development operations expertise, she has also had responsibility for strategic planning, sales, and process improvement at various global organizations.

#### **About CROMSOURCE**

CROMSOURCE is an ISO-certified, international contract research organization providing a comprehensive portfolio of services to the pharmaceutical, biotechnology, and medical device industries. Specializing in clinical development and staffing solutions they offer a flexible approach to ensure their clients' unique needs are supported. CROMSOURCE is unparalleled in offering an end-to-end guarantee covering trial timelines, enrollment, and contract price. This guarantees their clients that trials are delivered on-time and within the contract price with no CRO-initiated change orders.

CROMSOURCE operates offices across all regions of Europe and North America. For more information, visit [www.cromsource.com](http://www.cromsource.com).

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