



# Media Release

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## About Ixxéo

Unlike traditional name development that relies primarily on creation, Ixxéo Healthcare's innovative Name Engineering model mobilizes synergistic competencies and synchronizes complementary building blocks to craft name candidates that are distinctive, viable and appealing for pharmaceutical clients.

Headquartered in Geneva, Ixxéo was founded in 2006 by Denis Ezingard.

## About Brandpersand

Brandpersand LLC, a boutique brand and name creation consultancy, was founded in 2010 by Clement Galluccio. The company, based in New York, provides compellingly collaborative brand and name creation services direct to clients and in partnership with marketing services agencies.

To learn more, visit [www.brandpersand.com](http://www.brandpersand.com)

## Ixxéo Healthcare & Brandpersand founder Clement Galluccio Partner to Optimize Global Pharmaceutical Name Creation

### NEW YORK, USA & GENEVA, SWITZERLAND

Ixxéo Healthcare announced the launch of their first office in the Americas, and introduced Clement Galluccio, Managing Partner of Brandpersand LLC, as their US partner. Based in New York, he will be responsible for managing and developing the group's business in the United States and will lead their global analytics and regulatory practice. "We are very optimistic about our partnership with Clement and his team at Brandpersand. Together we are taking this important step to ensure the sustainability of Ixxéo and the capability to better serve our global clients," said Ixxéo CEO Denis Ezingard.

For almost two decades Mr. Galluccio has served in a leadership role for some of the world's most respected naming and branding companies. He launched and developed rxmark, the analytics subsidiary of Wood Worldwide/Interbrand Wood Healthcare, where he served as Managing Director for 13 years. During his tenure he personally reviewed more than 100 successful FDA and EMA name submissions, including Celebrex®, Enbrel® and Diovan®. In addition, he has successfully overcome preliminary regulatory rejection by building compelling cases for approval. As a reflection of his key role in developing the very first comprehensive research model to address the issue of medication errors, Clement was an invited speaker at the FDA Public Meetings to discuss methodologies for assessing proposed drug names.

During the last decade, Denis Ezingard co-founded the European branch of Wood Worldwide and Nomen Healthcare. He has managed numerous global branding projects requiring FDA and EMEA approvals for leading pharmaceutical and biotechnology corporations around the world with a number of distinctive global brands to his credit including Fuzeon®, Multaq® and Yondelis®. Before his role as a healthcare branding leader, Denis' eclectic management career blended engineering, marketing, and management consulting. Denis and Clement both served together for many years at Wood Worldwide under the tutelage of David Wood, a pioneer in pharmaceutical branding. The Ixxéo leadership team is rounded out by Arlene Teck, Creative Director, who has had more than 20 years experience in healthcare naming through her own affiliation at Wood Worldwide, where she also served with Denis and Clement. While there, she took senior roles in creative and linguistic assessment services.

"We shall leverage Ixxéo's European footing with a strong American leg that has dual core competencies in pharmaceutical name creation as well as name safety and regulatory assessment" said Mr. Ezingard.

Mr. Galluccio commented, "The challenges of developing and managing successful pharma brands have never been tougher than they are today. Ixxéo's global perspective, combined with their robust pharma name creation model, represents a proven path to resolve these challenges, and one which we are confident will find an enthusiastic audience in the United States among clients seeking superior global outcomes."