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Corporate Profile

Pfizer Canada, Inc.

Website: www.pfizer.ca

Company Notes

Pfizer is the largest research-based pharmaceutical company in the world. Canadian operations include: Animal Health, Consumer Healthcare, Global Pharmaceuticals, and Global Manufacturing.

Company Statistics

Revenues (M)	45,000.0 (2002)
Media Spend (M)	23,948.9
Fiscal Close	December
# Employees	2,300
Founded	1953
Company Type	Public

Locations & Contacts

Type	Name	City	State
Canadian HQ	Pfizer Canada, Inc.	Kirkland	QC

Location Addresses

17300 Trans-Canada Highway
Kirkland, QC H9J 2M5 Canada
(514) 695-0500

Contacts

Mr. Michael Amos
Manager, Corporate Affairs

michael.amos@pfizer.com
Direct: (514) 693-4587

Mr. Daniel Beauchamp
Companion Animal Team Leader - Animal Health
daniel.beauchamp@pfizer.com

Mr. Norm Castator
Beef Team Leader, Animal Health
norm.castator@pfizer.com

Mr. Terry Gunter
Business Director
terry.gunter@pfizer.com

Mr. Jean-Michel Halfon
President & Chief Executive Officer

Resume:

Previous Title	Pharmaceutical Division Manager (Pfizer Europe, Brussels)
Previous Title	Director of Marketing, France (Merck Pharmaceutical)
Previous Title	Industrial & Systems Engineer (Pfizer, France)
Organizations	Director (Canadian Genetic Disease Network)
Organizations	Director (The ACT Foundation, Ottawa)
Organizations	Director (Montreal Neurological Institute)

Mr. John Hayward
Dairy Team Leader, Animal Health
john.hayward@pfizer.com

Mr. Dave Ireland
Sales Director, Animal Health
dave.ireland@pfizer.com

Mr. Peter Mumford
Swine Team Leader, Animal Health
peter.mumford@pfizer.com

Ms. Rhonda O'Gallagher
Customer Director of Communications
rhonda.ogallagher@pfizer.com
Direct: (514) 693-4090

Ms. Veronica Piacek
Director of Consumer Communications & Relations

Media Spend

Type	2005 (M)	2006 (M)
Cable TV		2,016.3400
FSI Coupon		0
Internet		0
Local Magazine		0
Local Newspaper		0
Local Sunday Supplement		0
National Magazine		3,112.3500
National Newspaper		1,645.1100
National Sunday Supplement		0

Network Radio	2,337.9200
Network TV	14,305.3000
Outdoor	531.8570
Spanish Language Cable TV	0
Spanish Language Network TV	0
Spot Radio	0
Spot TV	0
Syndicated TV	0
TOTAL	0.0000 23,948.9000

Brands

Brand Name	Description
Accupril	hypertension medication
Accuretic	controls blood pressure
Aricept	Alzheimer's medication
Aromasin	breast cancer medication
Bovi-Shield	vaccine against viral diarrhea
Caduet	hypertension & angina treatment
Camptosar	for treatment of colorectal cancer
Camptosar	chemotherapy drug
Celebrex	prescription rheumatoid arthritis medication
Dep Provera	birth control
Detrol/UniDet	used to treat urge incontinence
Lipitor	cholesterol drug
Lyrica	neuropathic pain medication
Macugen	Macular degeneration treatment
Neurontin	anti-seizure medication
Norvasc	hypertension treatment
Pfizer Canada, Inc.	pharmaceuticals
Pharmorubicn	chemotherapy drug
Relpax	migraine headache treatment
Rescriptor	treatment for HIV & AIDS.
Revatio	hypertension medication
Somavert	growth hormone decelerator
Sutent	stomach & bowel cancer treatment
Vfend	anti-fungal treatment
Viagra	erectile dysfunction treatment
Viracept	HIV drug
Xalacom	eye drops that decrease raised pressure within the eye.
Xalatan	medicine used to lower eye pressure
Zithromax	antibiotic
Zoloft	antidepressant medication

Zyvoxam medication that kills bacteria and prevents their growth.

Agency Relationships (known)

Brand	Agency	Service	Status	From	To
Celebrex	JWT	creative	Current	2001	present
Pfizer Canada, Inc.	Acro Media, Inc.	web site design	Past	unknown	unknown
Pfizer Canada, Inc.	BCP	general advertising	Current	1996	present
Pfizer Canada, Inc.	iStudio	ecomunications			

Company Hierarchy

Parent Child Sibling

* Pfizer, Inc. * Pfizer CentreSource

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