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NEWS

PResence loses, and finds, a prez

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Published on July 24 2000

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BSMG's pursuit of Schoen, who spent six years as president of Euro RSCG-owned PResence, took nine months and involved three counter offers. BSMG posted healthcare invome of dollars 12 million in 1999, down 7%. PResence is a dollars 3.5 million healthcare-only shop.

Schoen left on good terms, in part because she hand-picked Rueth as her replacement. The professional relationship between the two dates back over a decade, when they were colleagues in Burson-Marsteller's healthcare practice.

Rueth said she was attracted by the entrepreneurial challenge of building up PResence. 'The fact I have so much experience doesn't mean I don't need new experiences,' she said.