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StrikeForce Communications, New York, which specializes in health care advertising, was opened by Mike Rutstein, who has worked for agencies like Bates USA, Draft FCB, Harrison & Star and JWT.

Jennifer Warren joined Simian, Los Angeles, as director for business development. She had most recently run Blu, Venice, Calif., an agency representing creative service companies and talent.

O. D. Welch joined the Prime Focus Group, Hollywood, Calif., in a new post, chief operating officer for North America. He had been president at the entertainment management group at Evolve Consulting, Los Angeles.

Brett Wilson joined Parade, New York, as publisher. He assumes that title from Randy Siegel, who continues as president. Mr. Wilson had been senior vice president for advertising sales at the New York office of USA Today, published by the [Gannett Company](#). Parade is part of the Parade Publications unit of Advance Publications.