

SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

PURSUANT TO SECTION 13 OR 15(D) OF THE  
SECURITIES EXCHANGE ACT OF 1934

Date of Report (Date of earliest event reported): September 21, 2004

PDI, INC.

(Exact name of Registrant as specified in its charter)

DELAWARE  
(State or other jurisdiction  
of incorporation)

0-24249  
(Commission  
File Number)

22-2919486  
(IRS Employer  
Identification No.)

Saddle River Executive Centre  
1 Route 17 South,  
Saddle River, NJ  
(Address of principal executive office)

07458  
(Zip Code)

(201) 258-8450  
Registrant's telephone number, including area code:

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(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

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Item 5.02 Departure of Directors or Principal Officers; Election of Directors; Appointment of Principal Officers.

Effective September 22, 2004, the Company's Board of Directors appointed Stephen J. Sullivan as a Class I Director. Mr. Sullivan replaces Gerald J. Mossinghoff who retired from the Company's Board of Directors on June 16, 2004, at the expiration of his term. Mr. Sullivan was appointed to the Audit Committee and the Nominating and Corporate Governance Committee of the Company's Board of Directors. A copy of the press release issued by the Company regarding Mr. Sullivan's appointment is attached as Exhibit 99.1 to this Current Report on Form 8-K and is incorporated herein by reference.

On September 21, 2004, the Company issued a press release announcing that in June 2004 Nancy McCarthy had joined the Company as Executive Vice President, Human Resources. A copy of the press release is attached as Exhibit 99.2 to this Current Report on Form 8-K and is incorporated herein by reference.

Item 9.01 Financial Statements and Exhibits.

(c) Exhibits

99.1 Press Release of PDI, Inc. dated September 24, 2004.

99.2 Press Release of PDI, Inc. dated September 21, 2004.

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SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

PDI, INC.

By: /s/ Charles T. Saldarini

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Charles T. Saldarini, Vice Chairman  
and Chief Executive Officer

Date: September 29, 2004

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EXHIBIT INDEX

<u>Exhibit</u>	<u>Description</u>
99.1	Press Release of PDI, Inc. dated September 24, 2004
99.2	Press Release of PDI, Inc. dated September 21, 2004



Saddle River Executive Centre  
1 Route 17 South  
Saddle River, New Jersey 07458  
Tel: 800.242.7494 Fax: 201.258.8400  
www.pdi-inc.com

## News Release

**For more information contact:**

Stephen P. Cotugno  
Executive Vice President-Corporate Development  
PDI, Inc.  
201.574.8617

### **PDI, Inc. Appoints Stephen J. Sullivan to the Board of Directors**

Saddle River, New Jersey (September 24, 2004). PDI, Inc. (Nasdaq:PDII) a leading provider of outsourced sales and marketing services to the biopharmaceutical and medical devices and diagnostics industries, is pleased to announce that Stephen J. Sullivan has been appointed to its Board of Directors.

Mr. Sullivan, 57, is a Senior Vice President with Covance, Inc. He is also President of Covance Central Laboratories, Inc., a major division of Covance. Covance is the second-largest contract research organization serving the pharmaceutical, biotechnology, diagnostic and device industries.

Prior to joining Covance, Mr. Sullivan was Chairman and Chief Executive Officer of Xenometrix, Inc., a biotechnology company with proprietary gene expression technology. After completing numerous license agreements with gene chip, pharmaceutical and other biotech firms, he successfully merged Xenometrix with Discovery Partners International.

Prior to Xenometrix, Mr. Sullivan was Vice President and General Manager of a global diagnostic sector of Abbott Laboratories. Prior to his 10-year career at Abbott, Mr. Sullivan held senior positions at Lyphomed, Dart and Kraft, Inc. and Baxter International.

Charles T. Saldarini, PDI's Vice Chairman and CEO, said, "Steve brings important experience to our Board that will complement the experience and leadership of our existing members. His deep understanding of the contract services business, coupled with his experiences both as a CEO and as a General Manager at Abbott will be an asset to PDI as we continue to implement our growth strategy. I am excited to have Steve join our Board."

Mr. Sullivan graduated from the University of Dayton, was a commissioned officer in the Marine Corp. and a Viet Nam veteran. He completed his MBA in Marketing and Finance at Rutgers University.

He has also served on several public and not-for-profit boards.

*The Better Way — The PDI Way*

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#### About PDI

PDI, Inc. (NASDAQ:PDII) is a leading provider of outsourced sales and marketing services to the biopharmaceutical and medical device and diagnostics industries. PDI's comprehensive set of next-generation solutions is designed to increase its clients' strategic flexibility and enhance their efficiency and profitability. Headquartered in Saddle River, NJ, PDI also has offices in Pennsylvania and Illinois.

PDI's sales and marketing services include dedicated, shared, clinical and combination sales teams; marketing research and consulting; medical education and communications; talent recruitment; and integrated commercial solutions from pre-launch through patent-expiration. The company's experience extends across multiple therapeutic categories and includes office and hospital-based initiatives. PDI's global presence is maintained through a strategic partnership with In2Focus, a leading U.K. provider of outsourced sales services.

PDI's commitment is to deliver innovative solutions, excellent execution and superior results to its clients. Through strategic partnership and client-driven innovation, PDI maintains some of the longest sales and marketing relationships in the industry. Recognized as an industry pioneer, PDI continues to innovate today as a thought-starter for the outsourcing of sales and marketing services.

For more information, visit the Company's website at [www.pdi-inc.com](http://www.pdi-inc.com).

***The Better Way* — The PDI Way**



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## News Release

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Executive Vice President-Corporate Development  
PDI, Inc.  
201.574.8617

### **PDI, Inc. Names Nancy McCarthy Executive Vice President, Human Resources**

Saddle River, New Jersey (September 21, 2004). PDI, Inc. (Nasdaq:PDII) an outsourced sales and marketing company, is pleased to announce that Nancy McCarthy has joined the company as Executive Vice President, Human Resources.

Charles T. Saldarini, Vice Chairman and CEO, PDI said, "As an outsourced sales and marketing services company, PDI's reputation is built on our ability to consistently deliver highly talented and highly trained work forces that have the flexibility and skills to meet our clients' challenges at a moment's notice. Nancy brings extensive experience with both global learning platforms and large-scale sales forces that will help PDI build strong organizational capability."

One of Ms. McCarthy's initial objectives, Mr. Saldarini said, is to implement an enterprise-wide talent management platform that will proactively align to meet PDI's growth strategy. Such a platform will enhance the company's ability to attract and retain experienced and highly skilled talent with optimal versatility, he noted.

"I welcome the opportunity to bring my broad experience with dynamic sales organizations to PDI," Ms. McCarthy said. "This organization is already a leader in its space and offers the challenge of further enhancing an already effective system to meet the needs of a highly-competitive marketplace. With attention to performance management and leadership development, PDI will not only continue to satisfy current clients, but also develop long term bench strength to prepare for tomorrow's challenges."

Ms. McCarthy brings more than 20 years of Human Resources leadership to PDI. Prior to joining PDI, Ms. McCarthy worked at Avaya, a telecommunications company, where she led an enterprise-wide initiative to create the architecture for a global learning platform to support the company's business strategy. Before joining Avaya, Ms. McCarthy worked for Datascope Corp., a medical devices company, where she was the driving force in establishing their Leadership Development Platform, creating a fully integrated HR System for recruitment, training, executive coaching and performance management.

Ms. McCarthy received a BA from the University of New Hampshire, and an MBA from Fairleigh Dickinson University.

***The Better Way — The PDI Way***

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