

**UNITED STATES
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): October 10, 2011

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.)

Morris Corporate Center 1, Building A
300 Interpace Parkway,
Parsippany, NJ 07054
(Address of principal executive offices and zip Code)

(862) 207-7800
Registrant's telephone number, including area code:

(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:

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))

Item 5.02 DEPARTURE OF DIRECTORS OR CERTAIN OFFICERS; ELECTION OF DIRECTORS; APPOINTMENT OF CERTAIN OFFICERS; COMPENSATORY ARRANGEMENT OF CERTAIN OFFICERS.

(b) PDI, Inc. (Nasdaq: PDII) today announced the appointment of Gerald R. Melillo, Jr. as senior vice president of Business Development, effective October 10, 2011. Mr. Melillo will be responsible for providing leadership and strategy to help drive PDI's commercial outsource services and contract sales business.

A copy of the press release is attached as Exhibit 99.1 hereto and is incorporated herein by reference.

Item 9.01 Financial Statements and Exhibits.

(c) Exhibits

99.1 Press Release dated October 10, 2011.

* * * * *

SIGNATURE

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/ Jeffrey Smith
Jeffrey Smith
Chief Financial Officer

Date: October 10, 2011

EXHIBIT INDEX

Exhibit No.

Description

99.1

Press Release dated October 10, 2011



PDI CONTACT:

Lisa Ellen
PDI, Inc.
(862) 207-
7866
[lellen@pdi-
inc.com](mailto:lellen@pdi-inc.com)
www.pdi-inc.com

INVESTOR CONTACT:

Melody Carey
Rx Communications Group, LLC
(917) 322-2571
Mcarey@RxIR.com

**PDI Appoints Gerald R. Melillo, Jr.
As SVP of Business Development**

PARSIPPANY, N.J., Oct. 10, 2011 – PDI, Inc. (Nasdaq: PDII) today announced the appointment of Gerald R. Melillo, Jr. as senior vice president of Business Development, responsible for providing leadership and strategy to help drive PDI's commercial outsource services and contract sales business. He will report to Nancy Lurker, PDI's chief executive officer.

Melillo was most recently general manager of the Southeast Operating Unit for Novartis Pharmaceuticals Corporation, where he was accountable for the operating unit's commercial activities. From 2004 to 2008 at Novartis, he was vice president of the ABGIU Business Franchise, responsible for leading marketing and strategic planning for key in-line brands, multiple brand launches, and key partnerships and joint ventures.

"Gerry brings to PDI a wealth of experience in pharmaceutical industry sales and marketing, proven success in evaluating and closing business transactions, and keen insights into the goals and expectations of our pharmaceutical customers," said Lurker. "He is ideally equipped to lead our business development activities, and I'm confident that Gerry will play an integral role in PDI's future growth. We're delighted to have him aboard."

Melillo said, "PDI is a premier commercial outsource services provider, and I'm excited about joining at a time when pharmaceutical companies are looking to improve their promotional return on investment, reduce expenses and increase efficiency by integrating internal teams with outsourced sales teams. I look forward to working with Nancy and the rest of PDI to grow our market share in contract sales."

Prior to Novartis Pharmaceuticals, Melillo spent 15 years at Pharmacia, Inc. and a predecessor company, Upjohn, which merged with Pharmacia in 1997.

Melillo received a BS degree in Chemistry from Eckerd College, St. Petersburg, Fla.

About PDI, Inc.

PDI is a leading health care commercialization company providing superior insight-driven, integrated multi-channel message delivery to established and emerging health care companies. The company is dedicated to enhancing engagement with health care practitioners and optimizing commercial investments for its clients by providing strategic flexibility, full product commercialization services, innovative multi-channel promotional solutions, and sales and marketing expertise. For more information, please visit the company's website at <http://www.pdi-inc.com>.
