Formulating Our Future - Exploring Innovations in Collaboration

Hyatt Regency Boston
September 3 - 5, 2014
Boston, MA, USA
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Welcome to the 2014 ASAP BioPharma Conference

On behalf of the ASAP Board of Directors, the ASAP Program Committee, and staff, welcome to the 2014 ASAP BioPharma Conference, the world’s pre-eminent gathering of the industry’s alliance management professionals. Each year, the ASAP BioPharma Conference advances the agenda and raises the bar for alliance management and collaboration in life sciences.

**Formulating Our Future—Exploring Innovations in Collaboration** is the theme of this year’s conference. Partnering is the beating heart of the industry, bringing together pharma leaders, biotech innovators, and service organizations to deliver healthier outcomes and billions in revenues to the industry’s stakeholders. But relentless disruption continues—neither biopharma companies nor alliance executives can afford to stand still. This conference will explore ways new frontiers are being opened to expand partnering beyond the asset and how alliance professionals are advancing their ability to create new value and growth opportunities.

We invite you to fully participate in this highly interactive experience where the learning comes as much from those assembled as from the many top-flight speakers and discussion leaders. Connect with your peers, partners, and industry executives to learn how others are rising to the challenge—and enhance your performance and value to your organization.

The Association of Strategic Alliance Professionals (ASAP) is the only membership organization dedicated solely to advancing the alliance management profession. We are the organization that both the Global 1000 and emerging companies turn to in order to support their alliance capability and achieve the larger business objectives of their collaborations. We provide a forum for companies and the individuals responsible for executing partnering initiatives to exchange best practices and build a framework for cultivating the skills and toolsets that ensure alliances drive innovation, increase revenue, penetrate new market segments, or obtain critical expertise or intellectual property.

We would like to extend a gracious thank you to the ASAP Program Committee for its hard work and effort in putting together this stellar program. We would also like to thank our speakers for sharing their expertise and experiences. And, lastly, we would like to thank all of the participants for contributing their insights and knowledge to the discussion.

Sincerely
Michael Leonetti, CSAP
President & CEO
Association of Strategic Alliance Professionals
2014 ASAP BioPharma Conference Planning Committee

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The Rhythm of Business

Vice Chairperson:
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Director, Alliance Management,
Strategy, Science Policy and
External Innovation
Sanofi

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CA-AM,
Senior Meeting & Event
Manager

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Biopharmaceutical Executive, International Business Expansion Expert and Strategic Alliance Driver

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Director of Alliances
Eli Lilly and Company

Christine Carberry, CSAP
VP Technical Operations, Program & Alliance Management
FORUM Pharmaceuticals

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+1-781-562-1630 ext. 209
Alliance Management Social Media Outlets
Join the 2014 ASAP BioPharma Communities

Extend the education and networking value of the 2014 ASAP BioPharma Conference.

• Let your colleagues who were unable to attend know what they are missing.
• Share your experiences and insights from the conference after the last session ends with fellow attendees.
• Comment on the ASAP Blog postings on www.strategic-alliances.org/buzz.

Did you know ASAP has its very own Facebook page? Join us at http://www.facebook.com/#!/ASAPGlobal. Share your pictures from past ASAP BioPharma Conference and let us know what you are learning and enjoying the most at this conference. And don’t forget to “like” the page!

Another great way to network is, of course, LinkedIn. ASAP Global has its own group for individuals to reach out to one another both during and after the conference and throughout the year. Search ‘Association of Strategic Alliance Professionals’ if you are not yet a member of this group.

Go to @asap_Global to follow the chatter at the BioPharma and use #2014BioPharma when you tweet about the conference. Get the word out to your followers and to boost your own networking by finding others within the alliance management and biopharma communities on Twitter!

CHANGE = OPPORTUNITY
With The Rhythm of Business at Your Side

Disruption is biopharma’s “new normal.” As change accelerates, are you managing alliances as you always have—or innovating the path to tomorrow?

With our deep experience in biopharma alliances, The Rhythm of Business puts you ahead of the collaboration curve. Elevate your partnering capability with our comprehensive learning programs and measurably improve outcomes with our powerful tools, including VitalSigns™ partner health checks, custom Alliance Management Guidebooks, our Partner Listening Tour™, and The Partner Portfolio Manager™.

Seize change and turn it into opportunity. Contact The Rhythm of Business today.

Rhythm of Business
Bring us your toughest collaboration challenges™
+1 617.965.4777 | rhythmofbusiness.com
<table>
<thead>
<tr>
<th>Time</th>
<th>Session Code</th>
<th>Session Title</th>
<th>Speaker</th>
<th>Location</th>
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<tr>
<td>7:00 a.m. – 7:00 p.m.</td>
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<td>Registration Open</td>
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<td>4th Floor Meeting Space</td>
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<tr>
<td>10:00 a.m. – 4:00 p.m.</td>
<td>CA-AM</td>
<td>Certification Exam Prep Workshop</td>
<td>Dave Luvison, CSAP, DeVry University</td>
<td>Concord</td>
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</table>
| Pre-Conference   |              | Increasing Alliance & Alliance Manager Value: Proven Tools for Managing Human Risk in an Alliance | • David Thompson, CA-AM, Eli Lilly and Company  
                                                • John Hayes, MD  
                                                • Steve Twait, CSAP, Eli Lilly and Company | Lexington                   |
| 12:30 p.m. – 1:30 p.m. |              | Workshop Participant Lunch                                                    |                                                                        | Ballroom Foyer               |
| 4:45 p.m. – 5:00 p.m. |              | Conference Opening                                                            | Michael Leonetti, CSAP, ASAP                                            | Grand Ballroom               |
| 5:00 p.m. – 5:45 p.m. |              | Session 201: Langer Labs: Scientific Innovations, Implemented and Commercialized with Partners | Special Opening Keynote                                                                                   | Grand Ballroom               |
| 5:45 p.m. – 6:45 p.m. |              | Networking Reception                                                           |                                                                        | Ballroom Foyer               |

**Thursday, September 4**

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<tr>
<th>Time</th>
<th>Session Code</th>
<th>Session Title</th>
<th>Speaker</th>
<th>Location</th>
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<td>7:00 a.m. – 6:00 p.m.</td>
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<tr>
<td>7:00 a.m. – 8:15 a.m.</td>
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<td>Networking Breakfast</td>
<td></td>
<td>Ballroom Foyer</td>
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</table>
| 8:25 a.m. – 9:10 a.m. |              | Session 301: The Role of the Alliance Manager in Creating and Protecting Intellectual Property | • Dr. Varavani Dwarki, CA-AM, Sanofi  
                                                • Brian Morrill, Global Oncology, Sanofi | Adrienne Salon               |
| 9:15 a.m. – 10:00 a.m. |              | Session 302: Preventing Disputes from Becoming Lawsuits                                             | • Jeremy Ahouse, CSAP, PhD, Novartis  
                                                • Conna Weiner, Mediator and ADR Expert  
                                                • Matt Hurley, Trial Lawyer, Mintz Levin | Adrienne Salon               |
| 10:00 a.m. – 10:30 a.m. |              | Networking Break Sponsored by Janssen Pharmaceuticals, Inc.                                      |                                                                        | Ballroom Foyer               |
| 10:30 a.m. – 11:15 a.m. |              | Session 701: Roundtable Discussions: Value Creation and Risk Mitigation                           | Moderated and open discussion on selected topics.                        | Adrienne Salon               |
| 11:20 a.m. – 12:05 p.m. |              | Session 303: Coopetition in Biopharma: Maintaining Collaboration in the Face of Competition         | Elena Cavalli, CA-AM, Astellas Pharma Europe                             | Adrienne Salon               |
| 11:20 a.m. – 12:05 p.m. |              | Session 403: Success and Sanity for the Part Time Alliance Manager                                | • Christine Carberry, CSAP, FORUM Pharmaceuticals               
                                                • Brent Miller, CA-AM, PhD, Upsher-Smith Laboratories, Inc.  
                                                • Kal Lapan, PhD, Epizyme, Inc.  
                                                • Vin Sharma, Vertex Pharmaceuticals  
                                                • Daniel Freedman, PhD, Alnylam Pharmaceuticals | Grand Ballroom               |

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### Thursday, September 4

<table>
<thead>
<tr>
<th>Time</th>
<th>Session Code</th>
<th>Session Title</th>
<th>Speaker</th>
<th>Location</th>
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<tr>
<td>12:10 p.m. – 1:40 p.m.</td>
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<td>Networking Lunch</td>
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<td>Ballroom Terrace</td>
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<tr>
<td>1:45 p.m. - 2:30 p.m.</td>
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<td>Conference Keynote</td>
<td>John Maraganore, Alnyam Pharmaceuticals</td>
<td>Grand Ballroom</td>
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<td></td>
<td>Session 501:</td>
<td>Alnyam-Genzyme: Breakthrough Therapy Made Possible by Breakthrough Partnership</td>
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<td>2:35 p.m. - 3:20 p.m.</td>
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<td>Session 502: Formulating Our Future: Insights from the CAOs</td>
<td>Andrew S. Eibling, CSAP, Covance, Inc.</td>
<td>Grand Ballroom</td>
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<td>Harm-Jan Borgeld, CSAP, PhD, Merck Serono</td>
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<td>Robert Wills, PhD, Janssen Pharmaceuticals of Johnson &amp; Johnson</td>
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<tr>
<td>3:20 p.m. - 3:45 p.m.</td>
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<td>Session 1100: Speed Networking</td>
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<td>Grand Ballroom</td>
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<td>3:45 p.m. – 4:15 p.m.</td>
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<td>Networking Break Sponsored by Janssen Pharmaceuticals, Inc.</td>
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<td>Ballroom Foyer</td>
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<tr>
<td>4:15 p.m. - 5:00 p.m.</td>
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<td>Session 304: Scientists Collaborating: The Alliance Manager’s Role</td>
<td>Kristin Rosner, X-Chem Pharmaceuticals</td>
<td>Adrienne Salon</td>
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<td>Andrew D. Ferguson, PhD, AstraZeneca</td>
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<td>Session 601: Mitigating the Alliance Risk of Market Access and Pricing Challenges</td>
<td>Mike Berglund, CA-AM, Eli Lilly and Company</td>
<td>Grand Ballroom</td>
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<td>Lidia Martín Pereda, Almirall, S.A.</td>
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<td>Lena Frank, CSAP, Acorda Therapeutics</td>
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<td>4th Floor Meeting Space</td>
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<td>Networking Breakfast</td>
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<td>Ballroom Foyer</td>
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<td>8:25 a.m. - 9:10 a.m.</td>
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<td>Session 901: Patient Advocacy Foundations: Partners in Many Ways</td>
<td>Christopher Del Giudice, CA-AM, Becton, Dickinson and Company</td>
<td>Adrienne Salon</td>
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<td>Bethany Salmon, Juvenile Diabetes Research Foundation</td>
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<td>Session 902: The Value of Partnering with Academic Medical Centers</td>
<td>Julie Hamill, Harvard University</td>
<td>Grand Ballroom</td>
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<td>Craig Sorensen, Vertex Pharmaceuticals</td>
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<td>Maude Tessier, PhD, Boston Children’s Hospital</td>
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<td>Annlouise Goodermuth, CSAP, Sanofi</td>
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<td>9:15 a.m. - 10:00 a.m.</td>
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<td>Session 903: External Innovation: Alliance Management and the Future of Research</td>
<td>Sally Alain, Janssen</td>
<td>Adrienne Salon</td>
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<td>Francine Cremond, Sanofi</td>
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<td>Jan Twombly, CSAP, The Rhythm of Business</td>
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<tr>
<td>10:00 a.m. – 10:25 a.m.</td>
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<td>Networking Break Sponsored by Janssen Pharmaceuticals, Inc.</td>
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<td>Ballroom Foyer</td>
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<tr>
<td>10:35 a.m. - 11:05 a.m.</td>
<td></td>
<td>Session 905: The Healthcare Consumer as an Alliance Member</td>
<td>Dr. Kevin Little, CSAP, PERFORM Centre at Concordia University in Montreal, Canada</td>
<td>Grand Ballroom</td>
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<tr>
<td>11:10 a.m. - 11:55 a.m.</td>
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<td>Session 906: Collaborating Across Cultures: Working Effectively in a Japanese/Western Collaboration</td>
<td>Steve Twait, CSAP, Eli Lilly and Company</td>
<td>Grand Ballroom</td>
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<td>Ryu Yoshida, Shionogi &amp; Co.</td>
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<tr>
<td>12:00 p.m. - 12:30 p.m.</td>
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<td>Session 907: Thursday Roundtable Reporting</td>
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<td>Grand Ballroom</td>
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<tr>
<td>12:30 p.m.</td>
<td></td>
<td>Closing of Conference</td>
<td>Box Lunch Served</td>
<td>Informal Networking</td>
</tr>
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</table>
How ASAP Leads to Success

ASAP membership aids Individual, Corporate, and Global Members in improving their business collaborations and furthering their professional development in several ways.

- Apply state-of-the-art tools, practices, and processes for alliance planning and execution
- Engage with a community of highly accomplished alliance management professionals who not only share your challenges but also have the blueprints to overcome them
- Design and build their company’s alliance management function
- Promote their organization as “partner of choice” within their industry
- Influence all pertinent stakeholders to contribute to making alliances flourish
- Network with professionals from a variety of industries to find their next job, partner, or employee
- Obtain the requisite training in the discipline’s hard and soft skills
- Illustrate to C-level executives and other stakeholders the value generated by an alliance portfolio and the Alliance Management practice
- Keep current with the latest high-level collaboration strategies

Key Benefits of Membership

Knowledge and Resources

- ASAP Member Directory
- ASAP Member Resource Library
- Strategic Alliance Magazine
- ASAP Netcast Webinars
- ASAP eNews
- ASAP Handbook of Alliance Management

Events and Community

- ASAP Global Alliance Summit
- ASAP BioPharma Conference
- ASAP Chapter Events
- ASAP Alliance Excellence Awards

Education and Professional Development

- Certification
- Education Provider Partner Program (EPPP)
- ASAP Career Center
- ASAP Professional Development Guide

“…For anyone interested in learning ‘how to do alliances right,’ this is the organization to belong to!”

– Joost Allard, Allinnova

Partnerships are all about mutual benefit and ASAP can help you advance your initiatives.

Become an ASAP Member Today!

ASAP offers two membership types, Individual and Corporate. To become an ASAP Individual Member today visit www.strategic-alliances.org/individuals.

To become a Corporate Member contact ASAP’s director of membership services Lori Gold at +1-781-562-1630 ext. 203 or lgold@strategic-alliances.org.
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Platinum Media Sponsor

**FierceBiotech**

FierceBiotech is the biotech industry’s daily monitor.

Biopharma executives rely on FierceBiotech to stay up to speed on biotech corporations, FDA approvals & regulations, industry mergers & acquisitions, clinical trials, and more. Beyond the news of the day, our editors produce in-depth features on industry leaders and up-and-comers, the regulatory environment, and market trends. In addition to our comprehensive website and free email newsletter, you have the opportunity to attend our webinars, peruse our whitepaper library and benefit from our eBooks. Advance your career through our exclusive networking parties and life sciences job board. Join the FierceBiotech community today!

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**Bring your toughest collaboration challenges to The Rhythm of Business.** We help you harness the full potential of alliances to achieve your most strategic business goals. Our customizable solutions, consulting, and comprehensive learning programs build your partnering capability and give you the actionable knowledge to optimize individual alliances and your overall portfolio. Our proven strategies, frameworks, and tools increase partnering performance and drive revenues while reducing complexity and risk.

Take your alliance and collaboration management capabilities to new heights with powerful tools from The Rhythm of Business—including our VitalSigns™ alliance effectiveness assessments, custom Alliance Management Guidebooks, Partner Listening Tours™, and The Partner Portfolio Manager™, which makes it simple to analyze your company’s overall portfolio, align it with strategy, and unlock value. Learn more at www.rhythmofbusiness.com/alliance-collaboration-tools/

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**FierceBiotech**

FierceBiotech is the biotech industry’s daily monitor.

Biopharma executives rely on FierceBiotech to stay up to speed on biotech corporations, FDA approvals & regulations, industry mergers & acquisitions, clinical trials, and more. Beyond the news of the day, our editors produce in-depth features on industry leaders and up-and-comers, the regulatory environment, and market trends. In addition to our comprehensive website and free email newsletter, you have the opportunity to attend our webinars, peruse our whitepaper library and benefit from our eBooks. Advance your career through our exclusive networking parties and life sciences job board. Join the FierceBiotech community today!

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Director, Alliance Management  
Novartis Institute for BioMedical Research

Joel Artzt  
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Department Head, Vendor Strategy Management  
Merck Research Laboratories

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Senior Director, Global Strategic Alliances  
Citrix Systems, Inc.

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Manager, Industry Solutions & Business Development  
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Vice President, Worldwide Alliances  
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Christine Carberry, CSAP*  
Vice President, Program & Alliance Management  
FORUM Pharmaceuticals

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Professor, Management Studies  
Free University of Amsterdam  
Dean Sioo

Scott Davidson  
General Manager, U.S. Developer and Platform  
Microsoft

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Leader, Global Alliance Management Centre Of Excellence  
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Business Development  
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Terry Herring  
President Commercial Operations  
Mission Pharmacal

Leona Helverson, CSAP  
Channel Strategy & Development  
Verizon

Andy Hull  
Vice President, Global Alliance Management  
Takeda Pharmaceuticals

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Vice President, Global Technology Partners and Channels  
CA Technologies

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General Manager Alliance Management  
AbbVie

Charlie Li  
Vice President  
Capgemini

Ron Long  
Senior Manager, Partner Sales Global System Integrators and Alliances  
NetApp

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Staff Vice President, Strategic Initiatives at  
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WellPoint

Donna Peek, CSAP*  
Director, Partner Enablement & Operations  
Director, SAS Global Alliances  
SAS Institute

Alistair Pim, CSAP*  
Vice President of Global Strategic Alliances  
Schneider Electric

Robert Porter Lynch, CA-AM  
President  
The Warren Company

Mary Jo Struttmann, CA-AM  
Executive Director, Alliance Management  
Astellas

David Thompson, CA-AM*  
Chief Alliance Officer  
Eli Lilly and Company

Steve Twait, CSAP*  
Senior Director, Alliance Management and M&A Integration  
Eli Lilly and Company

Jan Twombly, CSAP*  
President  
The Rhythm of Business

Norma Watenaugh, CSAP  
Principal  
Phoenix Consulting Group

Rob Wills  
Vice President of Alliance Management  
Janssen Pharmaceuticals of Johnson & Johnson

* Executive / Management Board
### Overview of Sessions

#### Wednesday, September 3, 2014

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<tr>
<th><strong>Preconference Workshops</strong></th>
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<td>(Pre-registration is required)</td>
<td>5:00 p.m. - 5:45 p.m.</td>
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<tr>
<td>Concord</td>
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<td>CA-AM Certification Exam Prep Workshop</td>
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**Lexington**
Increasing Alliances & Alliance Manager Value: Proven Tools for Managing Human Risk in an Alliance

### Thursday, September 4, 2014 - Morning Sessions

#### Track 300 - Strengthening Core Skills

<table>
<thead>
<tr>
<th>Time</th>
<th>Sessions</th>
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</table>
| 8:25 a.m. – 9:10 a.m. | Adrienne Salon  
Session 301  
The Role of the Alliance Manager in Creating and Protecting Intellectual Property |
| 9:15 a.m. – 10:00 a.m. | Adrienne Salon  
Session 302  
Preventing Disputes from Becoming Lawsuits |
| 10:30 a.m. – 11:15 a.m. | Adrienne Salon  
Session 701  
Roundtable Discussions: Value Creation and Risk Mitigation |
| 11:20 a.m. – 12:05 a.m. | Adrienne Salon  
Session 303  
Cooperation in Biopharma: Maintaining Collaboration in the Face of Competition |

#### Track 400 - Developing Alliance Management Capability

<table>
<thead>
<tr>
<th>Time</th>
<th>Sessions</th>
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| Grand Ballroom | Session 401  
Service Provider Partnerships: Oxymoron or Opportunity |
| Grand Ballroom | Session 402  
The Journey to Global Alliance Management |
| Grand Ballroom | Session 801  
Move from Capturing to Creating Demand in Your Partnerships  
Sponsored Session: Revenue Storm |
| Grand Ballroom | Session 403  
Success and Sanity for the Part Time Alliance Manager |

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### Thursday, September 4, 2014 - Afternoon Sessions

**MultiTrack**

<table>
<thead>
<tr>
<th>Time</th>
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<th>Session</th>
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<tr>
<td>1:45 p.m. – 2:30 p.m.</td>
<td>Grand Ballroom</td>
<td>501</td>
</tr>
<tr>
<td>2:35 p.m. – 3:20 p.m.</td>
<td>Grand Ballroom</td>
<td>502</td>
</tr>
<tr>
<td>3:20 p.m. – 3:45 p.m.</td>
<td>Grand Ballroom</td>
<td>1100</td>
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<td>4:15 p.m. – 5:00 p.m.</td>
<td>Grand Ballroom</td>
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- **Conference Keynote:** Formulating Our Future: Breakthrough Therapy Made Possible by Breakthrough Partnership
- **Alnylam-Genzyme:** Breakthrough Therapy Made Possible by Breakthrough Partnership
- **Session 502:** Formulating Our Future: Insights from the CAOs
- **Session 1100:** Speed Networking

### Friday, September 5, 2014 - Morning Sessions

**Track 900 – Innovations in Collaboration**

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<tr>
<th>Time</th>
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<tr>
<td>8:25 a.m. – 9:10 a.m.</td>
<td>Adrienne Salon</td>
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<td>9:15 a.m. – 10:00 a.m.</td>
<td>Adrienne Salon</td>
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<td>10:35 a.m. – 11:05 a.m.</td>
<td>Grand Ballroom</td>
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<td>11:10 a.m. – 11:55 a.m.</td>
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- **Session 901:** Patient Advocacy Foundations: Partners in Many Ways
- **Session 903:** External Innovation: Alliance Management and the Future of Research
- **Session 905:** The Healthcare Consumer as an Alliance Member
- **Session 906:** Collaborating Across Cultures: Working Effectively in a Japanese/Western Collaboration

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<th>Time</th>
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<tr>
<td>12:00 p.m. – 12:30 p.m.</td>
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- **Thursday Roundtable Reporting**
Session Descriptions

CA-AM Certification Exam Prep Workshop
Wednesday, September 3, 2014; 10:00 a.m. - 4:00 p.m.
Facilitator:
Dave Luvison, CSAP | Senior Professor, Keller Graduate School of Management | DeVry University

The Certificate of Achievement - Alliance Management (CA-AM) review course is designed to reinforce and refresh concepts covered in the CA-AM exam. Modules begin with a review of key alliance concepts and then moves to a case scenario analysis designed to encourage conversation and clarification of those concepts. Each module concludes with a summary of key takeaways.

Based on the principles covered in the ASAP handbook of Alliance Management: A Practitioner’s Guide, this interactive course addresses the following areas covered in the CA-AM exam:

- Alliance Life Cycle Framework
- Strategic Rationale and Readiness
- Alliance Selection
- Alliance Execution
- Planning and Organizing Skills
- Management and Leadership Skills

Increasing Alliance & Alliance Manager Value: Proven Tools for Managing Human Risk in an Alliance
Wednesday, September 3, 2014; 10:00 a.m.-4:00 p.m.
Facilitators:
David Thompson, CA-AM | Chief Alliance Officer | Eli Lilly and Company
John Hayes, MD | Retired VP, Research Laboratories, | Eli Lilly and Company
Steve Twait, CSAP | Senior Director, Alliance Management and M&A Integration | Eli Lilly and Company

Managing alliances would be so much easier if people weren’t involved and required to interact with one another!

This workshop is co-led by the alliance management leadership at Eli Lilly and a psychiatrist with years of both industry and clinical experience with patients, pharmaceutical executives, and participating in industry alliances.

Having successfully completed the course, students will have demonstrated a basic understanding of how to increase alliance value by:

1. Identifying common personality types found in alliances and developing strategies for effectively working with those personality types
2. Design conflict management strategies and tactics that reduce organizational stress and focus on creating alliance value
3. Risk mapping, risk avoidance and mitigation strategies
Special Opening Keynote
Wednesday, September 3, 2014

Langer Labs: Scientific Innovations, Implemented and Commercialized with Partners
5:00pm-5:45pm | Grand Ballroom | Session 201
Speaker: Dr. Robert Langer, David H. Koch Institute Professor | MIT

In this very special opening keynote, Dr. Langer, one of the most prolific and well-known inventors and entrepreneurs on the Boston and Cambridge life sciences scene, presents several different case studies in the areas of drug delivery, medical devices, and biotherapeutics. Each study will be examined in terms of the process and excitement of discovery, initial resistance by the scientific community to the discovery, in some cases the way very broad patents were received, how the technologies were transferred to companies, and the way they have been or are trying to be commercialized.

Conference Keynote
Thursday, September 4, 2014

Alnylam-Genzyme: Breakthrough Therapy Made Possible by Breakthrough Partnership
1:45 p.m. – 2:30 p.m. | Grand Ballroom | Session 501
Speaker: John Maraganore, CEO | Alnylam Pharmaceuticals

Our conference keynote presentation will explore why it takes partnership to create therapies from Nobel Prize winning science and even more partnership to bring those therapies to patients. In early 2014 Genzyme, a Sanofi company and ASAP global member entered into a $700 million partnership with Alnylam to develop and commercialize RNAi based medicines. Together, Genzyme and Alnylam are working to create a whole new class of medicines. Learn what it takes to create breakthroughs in science and in partnership.
Vantage Partners is the world’s leader in helping companies achieve breakthrough business results by transforming the way they negotiate and manage relationships with key business partners.
The Role of the Alliance Manager in Creating and Protecting Intellectual Property
Session 301
8:25 a.m. - 9:10 a.m. | Adrienne Salon
Speakers:
Dr. Varavani Dwarki, CA-AM | Vice President Alliance Management | Sanofi
Brian Morrill | AVP, Head of US Pharma Patents, Global Oncology | Sanofi

As the pharmaceutical industry strives to improve the life of patients by tackling increasingly complex diseases collaborative innovation is imperative to achieve this goal. The success of these efforts depends on creating and protecting the intellectual property that provides the return on investment for all parties involved. Alliance managers and patent attorneys play a key role in creating an environment that enables the right mindset, processes and organizational setup to ensure that there is appropriate business incentive (new patent and / or existing intellectual property protection) to fund long and expensive development programs.

This session offers practical guidance on working with your patent attorney to institute guidelines and best practices to capture and protect any new intellectual property and to maintain that which already exists.

Preventing Disputes from Becoming Lawsuits
Session 302
9:15 a.m. – 10:00 a.m. | Adrienne Salon
Speakers:
Jeremy Ahouse, CSAP, PhD | Director, Strategic Alliances | Novartis
Conna Weiner | Mediator and ADR Expert
Matt Hurley | Trial Lawyer | Mintz Levin

What’s the best way to stop a problem from becoming a conflict? Prevent it from happening or nip it in the bud early on. Alliance managers are charged with managing and mitigating risks so that they don’t cause costly problems. A key tool in this battle is the alliance contract or collaboration agreement. Our panel consisting of a veteran alliance manager, a mediator and alternative dispute resolution expert, and a litigator, will share their practical advice for using the contract and its guidance along with legal counsel to keep your company out of the courtroom and building a successful alliance.

Bring your questions about protecting your company and join in what promises to be a lively discussion.

Coopetition in Biopharma: Maintaining Collaboration in the Face of Competition
Session 303
11:20 a.m. - 12:05 p.m. | Adrienne Salon
Speaker:
Elena Cavalli, CA-AM | Director of Alliance Management, Business and Commercial Development Department | Astellas Pharma Europe

As M&A activity picks up again, it becomes more and more likely that a partner will wind up with an asset that is potentially competitive to your development program. This interactive workshop uses a case study of a typical situation to engage the participants in examining the challenges of keeping an open and productive dialogue while managing confidentiality. Working in small groups, participants will discuss the case and the pros and cons of various practices and techniques. The workshop concludes with a report from the groups and comparing and contrasting techniques with the experiences of the workshop leader.

Scientists Collaborating: The Alliance Manager’s Role
Session 304
4:15 p.m. - 5:00 p.m. | Adrienne Salon
Speakers:
Kristin Rosner | Associate Director, Alliance and Program Management | X-Chem Pharmaceuticals
Andrew D. Ferguson, PhD | Principal Scientist II | AstraZeneca

Research alliances have unique complexities and often have less alliance management resources dedicated to them than commercial alliances. Many times the research alliance is being run by part-time or accidental alliance managers on one or both sides. One of the biggest challenges is training research scientists to collaborate across organizations. Our speakers share some of their learning about how to help the project team operate as a unified team, with open communication and transparency between the partners. Topics covered include:

- How to engage the scientists in collaboration from an early stage of the alliance
- Establishing guidelines around appropriate communication
- Overcoming “Not Invented Here” syndrome
## Session Descriptions

**Thursday, September 4**

**TRACK 400**

**Developing Alliance Management Capability**

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<th>Service Provider Partnerships: Oxymoron or Opportunity</th>
<th>The Journey to Global Alliance Management</th>
<th>Success and Sanity for the Part Time Alliance Manager</th>
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<td><strong>Session 401</strong></td>
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<td>8:25 a.m. - 9:10 a.m.</td>
<td>Grand Ballroom Speakers: Mary Kachinsky, CPSM, CPM</td>
<td>Senior Director, Strategic Sourcing</td>
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<tr>
<td>Solomon Babani, CA-AM</td>
<td>Global Vice President, Alliance Management</td>
<td>Covance</td>
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Our panel includes both sponsors and service providers debating how to apply the principles of alliance management to these critical relationships which can spell the difference between timely submission of clinical trial results for first to market approval and also-ran late to market drugs. Topics discussed include:

- Unintended consequences of too much or too little collaboration
- Developing a consistent way of working together across projects
- Building the appropriate level of governance

Every company has a home country and culture. Most also operate on a global or at least international basis, often with alliance management resources based in different locales. Couple this with many new forms of collaboration across the enterprise, different regional agreements with a partner and different partners in different regions for the same asset and you have a recipe for complexity and misalignment – both internally and with your partner!

For many, the answer is to build a consistent global approach to alliance management across geographies and alliance types. This session presents two ASAP members who have recently upgraded their membership to global member – and who happen to be the largest pharmaceutical companies based in Japan. They will share learning from their ongoing journeys to becoming global in their approach to alliance management, including:

- Building a global alliance management network
- Managing regional differences and keeping regions connected
- Honoring home country culture while becoming more global in focus

Not every company has the resources to add dedicated alliance managers, but nearly all biopharmaceutical companies have alliances and partnerships. What are the essential alliance management practices that must be employed in all alliances to manage risk and realize value? How can people who have another job – such as program management or business development – provide the support needed for the collaboration, not just the technical work? This panel will explore the strategies and tactics required when you wear more than one hat to:

- Be an effective part-time alliance manager
- Get organizational commitment to creating collaboration value
- Manage internal and alliance decision making
Roundtable Discussions: Value Creation and Risk Mitigation
Session 701
10:30 a.m. – 11:15 a.m. | Adrienne Salon
Roundtable Discussions: Value Creation and Risk Mitigation
Join a facilitated roundtable or start your own to explore the value creation and risk mitigation issues, opportunities and challenges that are part of formulating your future. Results of the discussions will be shared during the closing session on Friday.

Move from Capturing to Creating Demand in Your Partnerships
Session 801
Sponsored Session: Revenue Storm
10:30 a.m. - 11:15 a.m. | Grand Ballroom
LaVon Koerner | President and Chief Revenue Officer | Revenue Storm
Sponsored Session: Revenue Storm
All biopharma partnerships require you to capture the demand defined in your contract. But whether you are managing a commercial or discovery partnership, you will be required to deliver more and more value. As the biopharma market stands today, we see unique, multilevel partnerships in therapeutic areas like Diabetes and Oncology. Market leaders are seeking constellations from device, public, and a variety of service partners designed to deliver value to patients, shareholders, providers, and payors. Today’s disruptive market is requiring a different type of alliance effort. So how do you take this disruption and turn it into a greater value or create demand? Join LaVon Koerner of Revenue Storm as he details a new way of doing business. Sharing insights from his experience across multiple industries, LaVon will arm you with tools that ensure your partnerships are not only optimized, but also accelerate time to market and put wins on the board quickly.

Insights from the CAOs
Session 502
2:35 p.m. – 3:20 p.m. | Grand Ballroom
Speakers:
Harm-Jan Borgeld, CSAP, PhD | Head, Alliance Management | Merck Serono
Andrew S. Eibling, CSAP | Vice President, Alliance Management | Covance, Inc.
Robert Wills, PhD | Vice President of Alliance Management | Janssen Pharmaceuticals of Johnson & Johnson
Following the second of our two stellar keynotes, our panel of Chief Alliance Officers will dissect both keynote talks and engage participants in an interactive discussion on the implications of their messages for alliance professionals. Our CAOs will explore how alliance professionals can embrace these forward looking messages to deliver greater value and create new opportunities.

Mitigating the Alliance Risk of Market Access and Pricing Challenges
Session 601
Speakers:
Lidia Martín Pereda | Head of Global Alliance Management | Almirall, S.A.
Lena Frank, CSAP | Director, Alliance Management | Acorda Therapeutics
Mike Berglund, CA-AM | Director of Alliance Management | Eli Lilly and Company
Approved products are being withdrawn from markets because of a failure to achieve adequate reimbursement in certain geographies and the implications that can have on global product strategy. Alliance managers have a delicate balancing act – maintaining collaboration and trust when the business case is being upended while the marketing partner pulls out all the stops to gain an appropriate price. Europe – and especially Germany – are currently ground zero for these make or break alliance discussions. Our panel, all of whom have direct experience in this challenge, will discuss and take engage the session participants to identify:
• The strategic implications of less-than-favorable reimbursement rates in certain markets
• The dynamics that will play out across the organization
• The role the alliance manager should play in this technical challenge
Reserve Your Complimentary Biotech Email Newsletter Today!

www.FierceBiotech.com/ASAP
Session Descriptions
Friday, September 5

TRACK 900
Innovations in Collaboration

Patient Advocacy Foundations:
Partners in Many Ways
Session 901
8:25 a.m. - 9:10 a.m. | Adrienne Salon
Speakers:
Christopher Del Giudice, CA-AM | Director, Global Strategic Alliance Management | Becton Dickinson and Company
Bethany Salmon | Associate Director, Research Business Development | Juvenile Diabetes Research Foundation

Learn how alliance management has played an important role in the partnership between a medical device giant and a patient advocacy and research foundation where the complex relationship includes everything from co-development to employee volunteer engagement in foundation fundraising and awareness events. The empowered patient says this wave of partnering is upon us, but it is not without its challenges. Our presenters will share:
• The strategic rationale for the collaboration
• Why changes in the competitive landscape are necessitating cross-sector partnering
• Their lessons learned and best practices derived for managing the many different types of engagement within the alliance

The Value of Partnering with Academic Medical Centers
Session 902
8:25 a.m. - 9:10 a.m. | Grand Ballroom
Speakers:
Julie Hamill | Sr. Associate Director, Corporate Alliances | Harvard University
Craig Sorensen | Vice President, Business and Corporate Development | Vertex Pharmaceuticals
Maude Tessier, PhD | Assistant Director, Business Development and Strategic Initiatives, Technology and Innovation Development Office | Boston Children’s Hospital
Annlouise Goodermuth, CSAP | Director, Alliance Management, Strategy, Science Policy and External Innovation | Sanofi

Partnerships with academic medical centers are predominating biopharmaceutical research today. Experience shows that the companies who truly partner with academia and demonstrate a history of success get the best projects. Yet establishing what success is becomes harder as the stage at which partnering takes place moves ever earlier in the development cycle. Our panel examines some of the lessons learned to date. We also discuss the ways in which biopharmaceutical alliance managers can assist their academic colleagues in building their practices — and the cultural and strategic differences that require a new approach to alliance management — that biopharma must adapt to.

External Innovation: Alliance Management and the Future of Research
Session 903
9:15 a.m. – 10:00 a.m. | Adrienne Salon
Speakers:
Sally Allain | Associate Director, Strategy and Business Planning, Immunology | Janssen Pharmaceutical Companies of Johnson & Johnson
Francine Cremond | Director, Alliance Management | Sanofi
Jan Twombly, CSAP | President | The Rhythm of Business

External innovation now accounts for at least 50% - 60% of companies’ product pipelines – and in many cases even more. This has led to new types of partnering with the innovators, requiring alliance management to adapt its approach from the familiar co-development and co-commercialization alliance. External innovation requires a range of collaborating styles, from a little to a lot. Our presenters will examine two significant external innovation alliances: Janssen’s partnership with the Icahn School of Medicine at Mount Sinai and Sanofi’s collaboration with Aviesan, itself a collaboration of the French academic ecosystem. Our discussion leader will engage the audience in comparing and contrasting the two alliances and draw out best practices for external innovation.

Medical Device Collaborations and Biopharma Alliances: Kissing Cousins or Distant Relations?
Session 904
9:15 a.m. – 10:00 a.m. | Grand Ballroom
Speakers:
Rekha K. Paleyanda, PhD | Senior Business Strategy & Licensing Manager, Innovation | Partners Healthcare
Sarika Verma, PhD | Alliance and Licensing Manager | Partners Healthcare
Erik Kuja | Director, Worldwide R&D Business Development | Pfizer

The structure and operation of an alliance must be fit for purpose. One size does not fit all when it comes to managing the collaborative environment with many global partners in alliances of varying strategic intent. This panel of academic and industry experts will compare and contrast the unique and shared aspects of medical device and bio-pharma relationships with academic medical centers, the inherent challenges as well as best practices to maximize the potential of such emerging collaborations. Participants will share lessons learned about:
• Data sharing methods
• Management of intellectual property rights
• The role of governance committees
Session Descriptions
Friday, September 5

TRACK 900
Innovations in Collaboration

The Healthcare Consumer as an Alliance Member
Session 905
10:35 a.m. – 11:05 a.m. | Grand Ballroom
Speaker:
Dr. Kevin Little, CSAP, PhD | Advisor, PERFORM Centre | Concordia University in Montreal, Canada

Alliance management teaches us how to align expectations and capabilities with our partners, in order to maximize our joint value to the customer. So how can these experiences be harnessed to better position our organizations to respond to the demands, not just of increasingly personalized medicine, but the consumer’s expectation of their individual role in their own “personalized wellness”? The music industry saw new technology tools, put in the hands of the consumer, remove the exclusive ability for companies to produce, market, and distribute music. Is there a similar shift underway within health care and all its related industries?

This session presents one example of an academic center developing partnerships with hospitals, product development teams, and non-patient participants to animate discussion regarding this disruptive shift for the health products industry.

Collaborating Across Cultures: Working Effectively in a Japanese/Western Collaboration
Session 906
11:10 a.m. – 11:55 a.m. | Grand Ballroom
Speakers:
Steve Twait, CSAP | Senior Director, Alliance Management and M&A Integration | Eli Lilly and Company
Ryu Yoshida | Shionogi & Co.

Alliances between pharma and/or biotech companies by their nature are complex. Add a major difference in culture between companies and that complexity increases significantly. Lilly and Shionogi have jointly developed a training video aimed at helping alliance team members gain an appreciation for cultural differences between Western and Japanese cultures. The video depicts common issues that surface during alliance governance meetings or when resolving conflict between companies operating in very different cultures. Excerpts from the video will be shown and key learnings shared with the audience.

Thursday Roundtable Reporting
Session 907
12:00 p.m. - 12:30 p.m. | Grand Ballroom | Session 907
The conference concludes with an informal report out from the Thursday Roundtables.
from Becoming Lawsuits

Jeremy has worked for Novartis since 2008 and in pharma and biotech since 1999. His roles have included research, informatics, alliance management, developing multiparty agreements, project management, and drug development. He is a board member of ASAP and chair of the committee that prepares the CSAP and CAAM certification exams. Jeremy holds a doctorate in Immunology & Biophysics from Brandeis University, and was an HHMI post-doc in Developmental Genetics at University of Wisconsin, Madison.

Sally Allain, MSc.
Associate Director, Strategy and Business Planning, Immunology
Janssen Pharmaceutical Companies of Johnson & Johnson

Session 903
External Innovation: Alliance Management and the Future of Research

Sally Allain is an Associate Director within the Strategy & Business Planning function of Research Immunology at Janssen R&D. She received her M.Sc. from Virginia Tech and has over 15 years’ experience working on ‘the business side of science’, within biotech and biopharmaceutical industries. With Johnson & Johnson for over 9 years, she now manages business operations for the West Coast Research Immunology group, while supporting external collaborations in the role of an Alliance Manager. Sally has played a key role in supporting the execution of Immunology’s External Innovation Strategy since 2012, and continues providing operational support to Janssen’s new global Innovation Centers. She currently manages collaborations with a number of US & international partners; to include a recent large Research Alliance with The Icahn School of Medicine at Mount Sinai.

Solomon Babani, CA-AM
Global Vice President, Alliance Management
Covance

Session 401
Service Provider Partnerships: Oxymoron or Opportunity

Solomon Babani joined Covance in 2013 as Global Vice President, Alliance Management with enterprise-wide responsibilities for several strategic clients that we expect to advance to an alliance relationship. In addition, Solomon is overseeing a corporate-wide initiative aimed at cultivating and expanding Covance’s extensive relationships with small pharma and biotech. Solomon brings extensive knowledge of the outsourcing and partnering challenges that Pharma faces when working with CROs from his past experiences in biotech, large pharma and virtual drug development companies, such as: Regeneron, Pfizer, Novartis, and Celtic Therapeutics - where he most recently served as Vice President, Alliance Management with responsibility for managing relationships with CROs and co-development partners, and leading the Outsourcing and Vendor Management functions. Solomon holds a BA in Biology from Yeshiva University and a MBA from New York University.

Mike Berglund, CA-AM
Director of Alliance Management
Eli Lilly and Company

Session 601
Mitigating the Alliance Risk of Market Access and Pricing Challenges

Mike is a Director of Alliance Management for Eli Lilly and Company. He has been with Lilly for 12 years, working on alliances in a variety of roles. His experiences include contract negotiations, governance design, and managing worldwide commercial, development and manufacturing alliances. Currently, Mike leads a team that has responsibility for alliances within Lilly’s Bio-Medicines Business Unit. He also serves on several internal governance committees to ensure Lilly standards are created with our alliance partners in mind. Prior to Lilly, Mike’s spent ten years in local law enforcement, a perfect fit for his alliance management duties.

Harm-Jan Borgeld, CSAP, PhD, MBA
Head, Alliance Management
Merck Serono

Session 502
Formulating Our Future: Insights from the CAOs

Harm-Jan is currently heading the Alliance Management Department of Merck Serono, the Department manages all the global, commercial, development and research alliances. For global brands also some of the regional alliances are managed by the department. Before that, he was leading a project focusing on developing a novel immunotherapy to treat cancer. He started his work in 2005 at Merck Serono in the Licensing and Business Development Department. Harm-Jan was previously leading the business development activities of the Japanese firm, Kyorin Pharmaceuticals, in Europe. He received his MBA from the Rotterdam School of Management, the Netherlands / Haas Business School in, US, in 2003, and completed his PhD studies at the Faculty of Medicine of the University of Nagoya, Japan in 1999. In 1994 he served as lieutenant in the Dutch army. He graduated from the Wageningen University, the Netherlands in 1993.

John Barry, MBA
Department Head, Vender Strategy Management, Merck Research Laboratories
Merck

Session 401
Service Provider Partnerships: Oxymoron or Opportunity

John Barry is the Head of Vendor Strategy and Management for Merck Research Laboratories and currently looks over a sourcing spend in excess of $1B (USD) across a variety of functional and programmatic sourcing models. Approximately 65% of Merck’s clinical development portfolio is executed via external suppliers using these sourcing models. As an active member of ASAP, John brings an alliance management orientation to Merck’s supplier alliances to ensure that the strategic plans of these partnerships drive meaningful value to the company. As important, vendor management is also in place to ensure consistent and reliable delivery within and across the supplier portfolio. He comes to Merck with over twenty years of supplier side experience working for two of the top 5 global CROs. Throughout his career at these CROs he was responsible for or an executive leader in a variety of functions including Alliance Management, Business Development, Clinical Operations, Contracts, Proposals and Legal. Notably, he was responsible for creating and leading a new profit center focused on functional service model provision for Quintiles and grew that division to over 1100 professionals in under 14 months. His is well versed in a variety of contract structures including value based contracting and has significant experience negotiating innovative commercial and capital models. Barry has a B.S. from Cornell University and an MBA from the University of North Carolina at Chapel Hill.
Elena Cavalli, CA-AM
Director of Alliance Management, Business and Commercial Development Department
Astellas Pharma EMEA

Francine Cremond
Director, Alliance Management
Sanofi

Elena Cavalli, CA-AM
Director of Alliance Management, Business and Commercial Development Department
Astellas Pharma EMEA

Session 303
Coopetition in Biopharma: Maintaining Collaboration in the Face of Competition
Elena Cavalli, has over 20 years experience in the pharmaceutical industry having held a variety of positions in both HQ and affiliate roles primarily at Hoffmann La Roche (Basel) and Astellas Pharma EMEA (London) with increasing responsibilities in, Medical Affairs, Business Development, Sales, Marketing and more recently in Alliance Management (AM). Since joining Astellas 2006, she has launched a new hospital product as well as working on the peri-approval phases of an in-licensed product where she became involved in Alliance Management. Since the establishment of the AM function within Astellas Pharma EMEA, Elena now successfully leads Alliance Management across all of the European focused alliances. She is also the European Regional AM representative for the global Astellas alliances and she has been instrumental in fostering a strong sense of internal alignment ahead of every strategic meeting with our partners. Elena has a Pharm. D from the University of Milano (Italy) with distinction in Pharmacology and received the Certification of Achievement – Alliance Management (CA-AM), demonstrating the ability to master collaborative business relationships.

Francine Crémond is Alliance Management Director in Sanofi R&D Pharma, based in Paris area. She has over 20 years’ experience and started her career in Discovery as a researcher, moving in project and alliance management of external collaborations in 2002. She was in charge to lead an internal Marie Curie Fellowship program, and to collaborate with the European Commission for the development of consortia with academics under the FP5-FP6 programs. She currently manages collaborations with a number of partners including Biotech, Academia and Industries. She is responsible for the coordination of the Aviean program in sanofi, including the management of collaborations included in this program, developing tools and best practices, as well as participating to the strategic definition and implementation of this program with the Academic partners. She also has a key role in implementing systematic health checks on sanofi R&D alliances.

Christopher Del Giudice, CA-AM
Director, Global Strategic Alliance Management
Becton Dickinson & Company

Session 901
Patient Advocacy Foundations: Partners in Many Ways
As the first Global Leader of Alliance Management for BD Diabetes Care, Chris is responsible for developing & managing the portfolio of co-promotion and technology development partnerships. Chris is charged with institutionalizing alliance management capabilities throughout the global business. Chris started his career at Becton Dickinson in 2001 and has worked in Pharma and Med Tech businesses in various commercial roles including B2B Business Development & Account Management, Product Marketing, and Alliance Management. Chris received a B.S. in Marketing from William Paterson University in 2004, and an MBA from Columbia Business School in 2011.

Andrew Eibling is currently Vice President of Alliance Management at Covance, Inc, and is responsible for the ground breaking alliance between Covance and Eli Lilly and Company, a $1.6 billion partnership that includes activities spanning early drug discovery through post-launch clinical development around the world. Prior to joining Covance in 2011, Andy spent over 24 years at Eli Lilly and Company, most recently implementing Lilly’s partnering strategy with roles in Business Development and as a founding member of Lilly’s pioneering Office of Alliance Management. During that time Andy managed a variety of alliances ranging from early discovery technologies, to global drug development alliances with Lilly Icos, LLC for Cialis® and Amylin for Byetta®. Andy is a member of the Association of Strategic Alliance Professionals, a Certified Strategic Alliance Professional, has spoken at numerous conferences and workshops, and his work on “Unique Aspects of Alliance Projects” was published by Wiley in 2010 in the book, Pharmaceutical and Biomedical Project Management in a Changing Global Environment.

Dr. Varavani Dwarki, CA-AM
Vice President Alliance Management
Sanofi

Session 301
The Role of the Alliance Manager in Creating and Protecting Intellectual Property
Varavani Dwarki (goes by Dwarki) joined Sanofi in 2012. His career started at Becton Dickinson & Company in 2001 where he spent over 11 years in alliance management roles, including business development, licensing, and program management. He moved to Sanofi in 2012 where he has been managing R&D alliances with biotech, academia, and industries.

Andrew Ferguson, PhD
Principal Scientist II
AstraZeneca

Session 304
Scientists Collaborating: The Alliance Manager’s Role
Andrew Ferguson received his PhD from McGill University, Canada. His postdoctoral training
was carried out at the UTSW Medical Center at Dallas with Nobel Laureate Professor Johann Deisenhofer where he determined the crystal structures of integral membrane transporters that are involved in iron uptake mechanisms in bacteria. Following his postdoctoral training, he joined Merck, and is now at AstraZeneca Pharmaceuticals where he is focused on structure-based drug discovery for novel infection and oncology targets. In addition, he has previously managed multiple external research focused on lead generation, and is currently the Alliance Manager for the X-Chem collaboration.

Lena Frank, CSAP, PMP
Director, Alliance Management
Acorda Therapeutics

**Session 601 Mitigating the Alliance Risk of Market Access and Pricing Challenges**

Lena Frank is the Director of Alliance Management at Acorda Therapeutics where she oversees Acorda’s alliance and licensing relationships. Before joining Acorda in 2009, Lena held positions of increasing responsibility with Alpharma and Rhone-Poulenc. Her past experience includes business development, project and portfolio management, marketing, product management, and sales. Throughout this work experience she has managed various joint ventures, alliances, and licensing relationships, resulting in more than 15 years of experience with alliances. In addition to being a CSAP, Lena also holds Project Management Professional and New Product Development Professional certifications.

**Daniel Freedman, PhD**
Senior Director, Business Planning and Program Management
Alnylam Pharmaceuticals

**Session 403 Success and Sanity for the Part Time Alliance Manager**

**Ann Louise Goodermuth, CSAP**
Director, Alliance Management, Strategy, Science Policy and External Innovation
Sanofi

**Session 902 The Value of Partnering with Academic Medical Centers**

Alliance professional with a broad range of experiences in the pharmaceutical, healthcare, not-for-profit, service, and entertainment industries. In addition to working at Sanofi she is a member of the Board of Trustees for the Association for Research in Nervous and Mental Disease. Her previous experiences include the Office of Strategy Management at Sanofi Pasteur, the Office of the Chairman, Department of Psychiatry at Weill Cornell Medical College, as well as that of Strategic Business Director in the areas of alliance management training designs and best practices, metrics and best practices for management and identification of key opinion leaders, competitive intelligence and medical affairs. Her primary areas of expertise include alliance and partner management, project management, organizational management, strategic planning, competitive intelligence, event and production strategy and design.

Julie Hamill
Sr. Associate Director, Corporate Alliances
Harvard University

**Session 902 The Value of Partnering with Academic Medical Centers**

Julie Hamill currently leads the Corporate Alliances team at Harvard’s Office of Technology Development, aiming to maximize the value of existing alliance and research collaborations to the Harvard Faculty and Industry Partners. Harvard’s Alliance management strives to create a seamless and positive experience from inception of an alliance or industry sponsored research agreement through completion of the project positioning Harvard as the industry partner of choice. Julie joined Harvard’s Office of Technology Development in 2011 as an Alliance Manager and recently began leading the team. Prior to joining Harvard, Julie worked in Boston University’s Office of Sponsored Programs and Merck Research Laboratories, Boston, in Drug Metabolism and Pharmacokinetics. Julie holds a BS in Chemistry from Villanova University and an MBA, with a concentration in Health Sector Management, from Boston University.

John Hayes, MD
Retired VP, Research Laboratories, Eli Lilly and Company

**Session 403 Increasing Alliance & Alliance Manager Value: Proven Tools for Managing Human Risk in an Alliance**

Andy Hull
Vice President of Global Alliances
Takeda Pharmaceuticals

**Session 402 The Journey to Global Alliance Management**

As Vice President of Global Alliance Management for Takeda, Andy Hull is responsible for maximizing the success of Takeda’s growing number of commercial and research and development partnerships. Takeda’s partnering success has become a core capability of the company, adding to Takeda’s growth and overall attractiveness to future partners. Hull joined Takeda in September of 2002 and started Takeda’s US business development function. He later became Senior Vice President of Business Development and Strategic Product Planning. His responsibilities included leading Takeda’s U.S. business development team in partnerships, licensing and acquisitions. He then served as Senior Vice President of Marketing responsible for product marketing and strategy for all marketed and pipeline products. Before joining Takeda, Hull worked for four years at the Seattle-based biopharmaceutical company Immunex, which was acquired by Amgen. At Immunex, Hull was Vice President of Specialty Therapeutics Marketing. His responsibilities included marketing and commercial development of marketed and pipeline products in oncology and neuroscience therapeutic areas. In addition, Hull spent 13 years at Abbott Laboratories in various sales and marketing positions. His last position at Abbott was Business Unit Director for psychiatry and vascular medicine products. Hull received a bachelor’s degree in biology from Kenyon College in 1985. He serves on the Board of Directors of the Illinois Biotechnology Industry Organization and is a Kenyon College Trustee.

Matt Hurley
Trial Lawyer
Mintz Levin

**Session 302 Preventing Disputes from Becoming Lawsuits**

The primary focus of Matt’s practice is the representation of life sciences companies in disputes involving collaboration agreements, patent licenses, supplier agreements, and distribution contracts. Matt has a deep understanding of the legal and business issues that arise in the life sciences industry and vast experience resolving disagreements over research, development, commercialization, licensing, royalties, and distribution. Matt also represents companies in patent, trademark, copyright, and other intellectual property disputes, and in the past he has handled litigation over real property, employment-related disputes, and bankruptcy court litigation. He also frequently counsels clients on ways to avoid litigation.

From August 2000 to February 2001, Matt served as a special assistant district attorney as part of a firm-sponsored program with the Middlesex County District Attorney’s Office. During that time, Matt prosecuted over 100 criminal matters and tried 12 jury cases.

In addition to representing our clients in litigation matters, Matt manages our IP Litigation Group, which consists of approximately 40 attorneys, technical specialists, and paralegals in our Boston, New York, Washington, D.C., and San Diego offices. His responsibilities include strategic planning; budgeting; financial analysis and management; hiring; personnel management; performance assessment; work allocation; marketing; and oversight of attorney practice development.
Mary Kachinsky is the Senior Director of Strategic Sourcing at Cubist Pharmaceuticals. Her organization supports all of Cubist’s purchased goods and services spend. The Sourcing organization at Cubist was formed in 2011 to generate fuel for growth and support Cubist’s growing portfolio and clinical trials pipeline.

Mary is the former Director of Worldwide Procurement for Pfizer where she led the Global Scientific Materials organization and supported the outsourcing of Clinical Trials. She has over 25 years of experience as a procurement professional and business leader serving in senior positions at Genzyme, Waters and Bose Corporation, spanning Research, Development and Manufacturing functions.

Mary is an active member of Linking Leaders, serving as an executive member on its Clinical Outsourcing Roundtable. She also serves as an Advisor to the Bio Supply Management Alliance. She is a Certified Professional in Supply Management and a Lifetime Certified Purchasing Manager. Mary earned her Master’s degree from the Lally School of Management at Rensselaer Polytechnic Institute, and her Bachelor’s degree from the Carroll School of Management at Boston College.

LaVon Koerner has spoken at hundreds of companies and conferences over the years, and he is seen as an international visionary and industry expert for paving the way to do business in the future. LaVon and his organization, Revenue Storm, have transformed global companies, resulting in unprecedented growth rates in both bull and bear markets. His warm and humorous speaking style endears him to audiences around the world.

Erik Kuja is a Director in the WRD Business Development group (Groton, CT) responsible for strategic and transactional business support of external interests and investments arising from and aiming to impact diverse scientific disciplines within Pfizer Worldwide Research & Development Cardiovascular & Metabolic Disease (CVMED) Research Unit (RU) and Platform Line, such as Drug Safety R&D (DSRD) organization. Erik has previously supported other R&D Platform Lines, such as Pharmacokinetic Dynamics and Metabolism (PDM) for both New Chemical Entity (NCE) and New Biological Entity (NBE) groups, Compound Safety Prediction (CSP) group, Worldwide Comparative Medicine (WCM), Precision Medicine and Pfizer’s CT Educational Board. Erik also provides alliance management support for the various partnerships.

Erik joined Pfizer Central Research in 1993, held several scientific positions in the Drug Metabolism group, PreCandidate Technology group before relocating in 1999 to help establish the Discovery Technology Center (Cambridge, MA) and Pfizer’s first R&D presence in the greater Boston area. In 2001, Erik joined the Strategic Alliances group providing business support to wide range of Cambridge site initiatives and disciplines (highly externally focused) such as systems biology, chemistry technologies, tissue engineering, research informatics, and Pfizer’s Drug Pfinder® program.

Erik received his B.A. in Biology-Chemistry from Skidmore College, J.D. from Suffolk University Law School, and M.B.A. from Lally School of Management & Technology at Rensselaer Polytechnic Institute.

Robert S. Langer is the David H. Koch Institute Professor (there are 11 Institute Professors at MIT; being an Institute Professor is the highest honor that can be awarded to a faculty member). Dr. Langer has written over 1,250 articles. He also has nearly 1,050 patents worldwide. Dr. Langer’s patents have been licensed or sublicensed to over 250 pharmaceutical, chemical, biotechnology and medical device companies. He is the most cited engineer in history.

He served as a member of the United States Food and Drug Administration’s SCIENCE Board, the FDA’s highest advisory board, from 1995 -- 2002 and as its Chairman from 1999-2002. Dr. Langer has received over 220 major awards. He is one of 7 individuals to have received both the United States National Medal of Science (2006) and the United States National Medal of Technology and Innovation (2011). He also received the 2002 Charles Stark Draper Prize, considered the equivalent of the Nobel Prize for engineers, the 2008 Millennium Prize, the world’s largest technology prize, the 2012 Priestley Medal, the highest award of the American Chemical Society, the 2013 Wolf Prize in Chemistry and the 2014 Breakthrough Prize in Life Sciences.

Dr. Robert Langer
David H. Koch Institute Professor
MIT

Dr. Robert Langer

Conference Speakers

Mary Kachinsky, CPSM, CPM
Senior Director, Strategic Sourcing
Cubist Pharmaceuticals

LaVon Koerner
President and Chief Revenue Officer
Revenue Storm

LaVon Koerner
Session 401
Move from Capturing to Creating Demand in Your Partnerships
Revenue Storm (Sponsored Session)

Erik Kuja
Director, Worldwide R&D Business Development
Pfizer

Erik Kuja
Session 904
Medical Device Collaborations and Biopharma Alliances: Kissing Cousins or Distant Relations?

Dr. Robert Langer
David H. Koch Institute Professor
MIT

Dr. Robert Langer
Session 201
Langer Labs: Scientific Innovations, Implemented and Commercialized with Partners

Stuart Kliman, CA-AM
Partner
Vantage Partners, LLC

LaVon Koerner
(Sponsored Session)

Stuart Kliman is a founding partner of Vantage Partners LLC, and heads up Vantage’s Alliance Practice Area. As such, he has worked to help Pharmaceutical, Bio-Tech and Health Care organizations build and implement the processes, tools, skills and structures necessary to more effectively manage alliance and key supplier relationships. In addition, Mr. Kliman has worked with CRO’s to help them develop the capability to work more effectively with key customers.

Mr. Kliman is a regular speaker and writer on issues of alliance and key supplier relationship management.

Kal Lapan, PhD
Director, Alliance and Program Management
Epizyme, Inc.

Kal Lapan has been the Director of Alliance and Program Management at Epizyme since 2011. At Epizyme, she was responsible for establishing internal alliance management capabilities, in addition to instituting mechanisms to enable project and portfolio management. Kal manages relationships with Epizyme’s major partners (Celgene, Eisai, GSK, Abbott and Roche) interacting cross-functionally with R&D, preclinical and clinical project teams. After receiving a BA from Williams College and PhD from the University of Rochester, she began her post-graduate career as a scientist at Cubist Pharmaceuticals and Novartis. Prior to joining Epizyme, Kal enhanced her interest and skills in alliance management through positions in operations (at Boston Biochem, an R&D subsidiary) and project management (at the Dana Farber Cancer Institute).
Kevin Little (PhD, CSAP) is absolutely convinced that strategic alliances are the way to optimize both the benefits of partnering for all stakeholders, as well as their social impact. Kevin began his career as a medical researcher both in academia and with biotech start-ups, working in Canada and New Zealand in the fields of human genomics, vaccines, and gene therapy. Economic and business development work with the NZ government allowed Kevin to become an investment manager and innovation intermediary between public and private partners across all areas of the “bioeconomy” sector (including life sciences, medical technologies and natural products). Returning to Montreal, he recently led the start-up of PERFORM, a $40M academic research centre dedicated to preventive health, as its founding chief executive and continues his work helping non-traditional partners apply alliance principles. He is a founding member of the ASAP Asia Collaborative Business Community.

Dave Luvison, CSAP
Senior Professor, Keller Graduate School of Management
DeVry University
CA-AM Certification Exam Prep Workshop
Dave holds the rank of senior professor at the Keller Graduate School of Management of DeVry University and is a Fulbright Specialist. He earned his doctorate of business administration from the H. Wayne Huizenga School of Business and Entrepreneurship at Nova Southeastern University.

His research and applied interests lie in the areas of inter-organizational collaboration and strategic alliances. Prior to entering teaching, Dave accumulated over 20 years of hands-on experience managing alliances, building alliance programs and consulting to firms in the area of alliance management. He holds a Certified Strategic Alliance Professional (CSAP) level certification from The Association of Strategic Alliance Professionals (ASAP), was one of the editors of The ASAP Handbook of Alliance Management: A Practitioner’s Guide, and has written the official review courses for both levels of the association’s certification exams. He also serves as a faculty member for the American Management Association, where he authored three courses on strategic alliances. His academic research has been published in The International Journal of Strategic Business Alliances, Management Decision, and The Journal of Applied Management and Entrepreneurship, as well as various edited books.

Since 2002, John Maraganore has served as the CEO and a Director of Alnylam. Prior to Alnylam he served as an officer and a member of the management team for Millennium Pharmaceuticals, Inc. As Senior Vice President, Strategic Product Development for Millennium, he was responsible for the company’s product franchises in Oncology and Cardiovascular, Inflammatory and Metabolic Diseases. He was previously Vice President, Strategic Planning and M&A and prior to that he was General Manager of Millennium BioTherapeutics, Inc., a former subsidiary of Millennium. Before Millennium he served as Director of Molecular Biology and Director of Market and Business Development at Biogen, Inc. At Biogen, Dr. Maraganore invented and led the discovery and development of Angiomax™ (bivalirudin for injection, formerly Hirulog™) currently marketed by The Medicines Company. Prior to Biogen, Dr. Maraganore was a scientist at ZymoGenetics, Inc., and the Upjohn Company. Dr. Maraganore received his M.S. and Ph.D. in biochemistry and molecular biology at the University of Chicago. Dr. Maraganore is a Director for Agios Pharmaceuticals and bluebird bio. He also serves as a Venture Partner with Third Rock Ventures. Dr. Maraganore is a member of the Biotechnology Industry Organization (BIO) Board and the BIO Executive Committee, and serves as the chair of the Emerging Company Section and as co-chair of the Regulatory Environment Committee.

Lidia Martin Pereda
Head of Global Alliance Management
Almirall, S.A.
Session 601 Mitigating the Alliance Risk of Market Access and Pricing Challenges
Lidia Martin Pereda has a Degree in Law from the University of Barcelona (Spain) and an MBA from the Polytechnic University of Catalonia (Barcelona, Spain). In the pharmaceutical sector since 2001, she has held several positions in Strategic Marketing, Business Support and Alliance Management. Head of the Alliance Management Department in Almirall (Spanish multinational pharmaceutical company) since 2011. Managing a portfolio of alliances involving over 75 partners in more than 70 countries, including amongst others: Forest Laboratories, Menarini, Ironwood, Takeda, GW Pharmaceuticals, Pfizer, GSK, Johnson & Johnson, Lundbeck, Kyorin and Shire.

R. Brent Miller, CA-AM, PhD
Senior Director, Project Management Office
Upsher-Smith Laboratories, Inc.
Session 403 Success and Sanity for the Part Time Alliance Manager
R. Brent Miller, CA-AM, PhD, has over 20 years of drug development experience. Currently he heads up the Project Management Office but has lead other departments including pharmaceutical sciences, quality control, stability and bioanalytical chemistry. He has worked in a start-up (MDS Tricorm), mid-size pharma (Upsher-Smith, Bausch & Lomb Pharmaceuticals), and big pharma (J&J and Fujisawa (now Astellas Pharma)). He received his PhD from the University of Oklahoma, where he focused on bioanalytical neuroscience and a BSc (Specialization in Chemistry) from the University of Alberta, in Canada. His professional interests include alliances, portfolio strategy, M&A, due diligence, and drug development.

Brian Morrill
AVP Head of US Pharma Patents, Global Oncology
Sanofi
Session 301 The Role of the Alliance Manager in Creating and Protecting Intellectual Property

Rekha K. Paleyanda, PhD
Senior Business Strategy & Licensing Manager
Partners Healthcare
Session 904 Medical Device Collaborations and Biopharma Alliances: Kissing Cousins or Distant Relations?
Rekha Paleyanda is a Senior Business Strategy and Licensing Manager in the Innovation Office of Partners Healthcare. She manages a diverse IP portfolio from Massachusetts General Hospital including therapeutic, diagnostic and device technologies. In this role, she is responsible for developing portfolio strategies, identifying new product opportunities and business development, including negotiating licenses and collaboration agreements with industry. She also manages research alliances with industry. Prior to Partners, Rekha led strategic and business development at Al Biologics and worked in R&D developing biologics for genetic and orphan diseases at Transkaryotic Therapies (Shire). She received a Ph.D. from the George Washington University, D.C. and conducted postdoctoral research at the Holland Lab for Biomedical Sciences in Rockville, MD.
Kristin Rosner received her PhD in chemistry from the Massachusetts Institute of Technology. She spent the early part of her career working as a team lead and medicinal chemist on collaboration projects. Her work at Neogenisis Pharmaceuticals on the Schering-Plough collaboration contributed to the acquisition of NeuroGenesis by Schering-Plough. In 2010 she transitioned from medicinal chemistry to alliance and program management. During the Merck/Schering-Plough integration, she pioneered the role of site project manager at the Cambridge site. At Satori Pharmaceuticals she was the program manager for a development team of external consultants and custom manufacturing organizations. She joined X-Chem Pharmaceuticals in 2012 to establish the Alliance and Program Management department. She currently manages all of X-Chem’s research alliances and works with academic, biotech and big pharma collaborators.

Bethany Salmon, MEd
Associate Director, Research Business Development
Juvenile Diabetes Research Foundation

Bethany Salmon serves as Associate Director of Research Business Development at the Juvenile Diabetes Research Foundation (JDRF). In collaboration with the JDRF Scientific team, Bethany establishes and fosters strategic partnerships with biotechnology and medical device companies to advance JDRF’s Artificial Pancreas program; she also manages JDRF’s established Artificial Pancreas partnerships, with companies such as Becton Dickinson, Medtronic, Tandem, Dexcom, and Animas, ensuring they deliver the results expected by JDRF and its stakeholders. Additionally, Bethany oversees a major collaboration between JDRF and The Leona M. and Harry B. Helmsley Charitable Trust, which together has funded more than $65MM in T1D research & product development.

Joshua Schultz
Corporate Vice President, Peri/Post-Approval Services
PAREXEL International

As Corporate Vice President and Worldwide Head of the Peri/Post-Approval Services group at PAREXEL International, Mr. Schultz oversees the global Late Phase business which provides clinical research services in the peri- and post approval phases, including llib/iv clinical trials, observational research and patient safety services. During his time at PAREXEL International, a global biopharmaceutical services provider, Mr. Schultz has held a number of roles including heading the Strategic Partnership group which focused on developing and executing innovative relationships with key pharmaceutical companies. Josh was also, responsible for building an organization dedicated to efficient operation design and launch of clinical studies (START) and another that focused on pharmacovigilance. Prior to joining PAREXEL, Mr. Schultz served as Vice President of Corporate Development at Veritas Medicine, which he co-founded. Previously, he worked at Mercer Management Consulting, where he developed growth strategies for Fortune 500 companies. Mr. Schultz holds a Master of Philosophy degree in International Relations from the University of Cambridge, U.K., where he was a Thouron Scholar. He also holds a Bachelor of Science in Economics degree from the Wharton School of Business and a Bachelor of Arts degree in International Relations from the University of Pennsylvania. Mr. Schultz has authored several articles and has given numerous presentations at international pharmaceutical industry and biomedical conferences.

Vin Sharma
Director, Global New Product Planning
Vertex Pharmaceuticals

Vin Sharma is Director of Global New Products Planning at Vertex Pharmaceuticals. As commercial lead for Vertex’s early-stage assets, Vin is responsible for identifying optimal opportunities & markets for Vertex’s growing pipeline. He also serves as Brand Director for INCIVEK, collaborating with J&J and Mitsubishi Tanabe on commercialization outside of North America. Prior to Vertex, Vin worked on numerous domestic & international alliances in his role at Atryn Pharmaceuticals, and as a healthcare sector consultant with The Boston Consulting Group. Vin holds an MBA from MIT’s Sloan School of Management, an MPH from Boston University and a B.S. in Neuroscience from Brandeis University.

Craig Sorensen
Vice President, Business and Corporate Development
Vertex Pharmaceuticals

With more than 20 years’ experience in the pharmaceutical industry, Dr. Sorensen, who holds a B.S. in biochemistry/microbiology from the University of Illinois and a Ph.D. in immunology/pathology from Washington University, joined Vertex Pharmaceuticals in 2001 where is currently VP, Business and Corporate Development. For many scientists, excitement is stirred by one big breakthrough or discovery, but for Dr. Sorensen it is more the whole experience, what he describes as a kaleidoscope of ever-changing moments. While at Vertex, Dr. Sorensen has helped to establish a new function where scientific excellence stems from non-traditional partnerships and relationships combining academia, non-profit foundations, and industry. Understanding the challenges the industry faces he leads his teams to partner externally to create multidimensional relationships that leverage experts globally to take on the challenges facing the Pharma industry today. He has worked to establish a unique mindset not commonly found in industry making connections that may not immediately be immediately obvious to solve the challenges that industry will be facing tomorrow.

His interests extend beyond Vertex to incorporate many areas of science and health. He continues to serve on several immunology and infectious disease special interest review panels for NIH as well as serving on review panels for the NCATS Therapeutics for Rare and Neglected Diseases (TRND) program. He remains committed to the industry through his active membership at the American Chemical Society (ACS); Sigma Xi, the American Association of Immunologists (AAI), and the American Society of Investigative Pathology (ASIP).

Mary Jo Struttmann, CA-AM
Executive Director, Alliance Management
Astellas US

Mary Jo Struttmann, CA-AM, MBA is Executive Director, Alliance Management at Astellas. As the leader of Astellas’ US Alliance Management group, Mary Jo is responsible for establishing and maintaining major development and commercial alliances. Mary Jo led the formalization of Astellas’ Alliance Management model, including the development and implementation of processes and tools for effective Alliance Management. Mary Jo
has developed highly successful alliances working with key partners such as Medivation, Boehringer Ingelheim, GlaxoSmithKline and Roche. Prior to joining Astellas, Mary Jo held various leadership positions in Managed Care, Sales, Marketing & Business Development within DuPont Pharmaceuticals and Bristol-Myers Squibb.

Maude Tessier, PhD
Assistant Director, Business Development and Strategic Initiatives Technology and Innovation Development Office Boston Children’s Hospital
Session 902
The Value of Partnering with Academic Medical Centers
Maude brings over 8 years of business development, licensing, program management and alliance management experience. She is currently Assistant Director in TIDO at Boston Children’s (BCH), Maude leads the Business Development & Marketing team, designs creative partnerships with industry, and manages BCH’s alliances with Pfizer and Shire. Prior to joining BCH, she worked for Xantherus Pharmaceuticals, an oncology drug development company in Cambridge, MA, where she acted as Business Development Manager and Project Manager. Maude received her Bachelor of Science Honors degree in Biochemistry from McGill University, and earned her PhD from the University of Toronto in Medical Biophysics.

David S. Thompson, CA-AM
Chief Alliance Officer Eli Lilly and Company
Innovations Alliance & Alliance Manager Value: Proven Tools for Managing Human Risk in an Alliance

As the leader of Lilly’s alliance management group, David is responsible for establishing and maintaining all major development, commercial, and manufacturing partnerships. He also oversees the integration of companies brought into Lilly via mergers and acquisitions. David has played a key role in many major alliances at Lilly, working with Boehringer Ingelheim, Amylin, and Daiichi Sankyo. His involvement begins during the due diligence process and continues throughout each alliance’s lifecycle. Prior to his role as chief alliance officer, David held leadership positions in sales, marketing, market research, pricing, new product planning, business development, and corporate strategy.

Steve Twait, CSAP
Senior Director, Alliance Management and M&A Integration Eli Lilly and Company
Increasing Alliance & Alliance Manager Value: Proven Tools for Managing Human Risk in an Alliance

With responsibility for M&A integration as well as alliance management for development, commercial, and manufacturing alliances, Steve leads teams focused on maximizing the value of partnered assets at each stage of the development cycle. A founding member of Lilly’s Office of Alliance Management, Steve has played an integral role in some of the largest development and commercial alliances in the company’s history, including worldwide partnerships with Bristol Myers Squibb, Boehringer Ingelheim, and Daiichi Sankyo. His experience also includes the post-acquisition integration of ImClone Systems, Alnara Pharmaceuticals, and Avid Radiopharmaceuticals. An active member of the Association of Strategic Alliance Professionals, Steve serves on the PhRMA-Bio Council as well as the advisory committee for the ASAP Certification and Standards Project. Steve is the coauthor of the article “High Risks to High Reward,” recently published in Pharmaceutical Executive. Steve earned a bachelor of science degree in electrical engineering at Valparaiso University and an MBA at Indiana University’s Kelley School of Business.

Jan Twombly, CSAP
President The Rhythm of Business
Session 903
External Innovation: Alliance Management and the Future of Research

Janice M. Twombly
Sarika Verma, PhD
Alliance and Licensing Manager Partners Healthcare
Session 904
Medical Device Collaborations and Biopharma Alliances: Kissing Cousins or Distant Relations?

Sarika is responsible for management of various Alliances at the Partners Healthcare Innovation including the strategic collaboration with Canon Inc. In addition, she is responsible for identifying additional commercial development opportunities for a diverse portfolio in optical imaging technologies.

Janice M. Twombly, CSAP
President The Rhythm of Business
Session 903
External Innovation: Alliance Management and the Future of Research

Janice M. Twombly, CSAP, is President of The Rhythm of Business, Inc., providing expert alliance and collaboration management consulting and education services to global companies, not-for-profit organizations and government agencies. Twombly guides organizations through the earliest stages of developing their alliance capability, and works with the leaders and pioneers of alliance management to reach higher performance levels and extend their alliance capability enterprise-wide. Twombly serves on the Managing Board of Directors for the Association of Strategic Alliance Professionals as Chairperson of the Program Committee and has responsibility for its Global Alliance Summit and Biopharma Conference. She is also editorial advisor to ASAP Media, publishers of Strategic Alliance Magazine.

Sarika Verma, PhD
Alliance and Licensing Manager Partners Healthcare
Session 904
Medical Device Collaborations and Biopharma Alliances: Kissing Cousins or Distant Relations?

Sarika Verma, PhD, is responsible for management of various Alliances at the Partners Healthcare Innovation including the strategic collaboration with Canon Inc. In addition, she is responsible for identifying additional commercial development opportunities for a diverse portfolio in optical imaging technologies.

Conna Weiner
Mediator and ADR Expert
Session 302
Preventing Disputes from Becoming Lawsuits

Conna Weiner (www.connaweineradr.com) attended the University of Chicago Law School and then was a litigation associate at Paul, Weiss, Rifkind, Wharton & Garrison in New York, where her very first assignment was what ultimately became a three-year long arbitration. She then went in-house and was in the life sciences industry both in the U.S. and abroad for over 20 years, serving as a senior legal, transactional and compliance executive and/or counselor on a broad, diverse set of general corporate, litigation and life sciences-specific issues with companies such as Novartis, Shire, Mylan and the device unit of Bayer Healthcare, including positions as global or regional General Counsel. She is now an independent mediator and arbitrator, bringing a practical and informed approach to the resolution of business disputes. She serves on the Commercial Panel of the American Arbitration Association, is a Distinguished Neutral on the commercial, biotechnology and life sciences/health care panels of the International Institute for Conflict Prevention and Resolution (CPR), an American Health Lawyers Association Neutral Panel Member and regularly mediates a variety of commercial disputes. In 2013, she was honored with a Higginbotham Fellowship appointment with the American Arbitration Association. She also serves on the board of directors of the Cambridge Dispute Settlement Center in Cambridge, MA.

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Conference Speakers

Robert Wills, PhD
Vice President of Alliance Management
Janssen Pharmaceuticals of Johnson & Johnson

Session 502 Formulating Our Future: Insights from the CAOs
Dr. Robert J. Wills is Vice President, Alliance Management, Janssen Pharmaceutical Companies of Johnson & Johnson. He is responsible for managing strategic alliances for the Pharmaceutical Group worldwide. This includes the relationships for Velcade, Xarelto, Incivo, Nucynta, Yondelis, Invokana, ibrutinib and others. As head of Alliance Management, he oversees a small group of professionals who play an active role in the negotiations of alliances (structure, governance, dispute resolution, communication), in leading the integration post-signing and in managing the overall alliances. Prior to moving into this role in late 2001, Dr. Wills spent 22 years in pharmaceutical drug development including, 12 of which have been at Johnson & Johnson. In his previous role as Sr Vice President Global Development, he was responsible for the R&D pipeline and a member of the R&D Board of Directors. In addition he served on several of the commercial Operating Company Boards and key pharmaceutical group decision-making committees. Dr. Wills began his career at Hoffmann-LaRoche where he spent 10 years in several roles of scientific responsibility. Dr. Wills holds a B.S. in Biochemistry and an M.S. in Pharmaceutics from the University of Wisconsin and a PhD in Pharmaceutics from the University of Texas.

Ryu Yoshida
Associate Director, Alliance Management, Business Development Department
Shionogi & Co.

Session 906 Collaborating Across Cultures: Working Effectively in a Japanese/Western Collaboration
Ryu Yoshida is currently Alliance Manager and focusing on expanding and maximizing value of present partnerships. Ryu has 20 years of experience in the pharmaceutical industry, with the majority of that time focused on research and development of antivirals. After studying a molecular mechanism of viral replication in Oxford University 2005-06, Ryu launched and led projects on antivirals and successfully found promising candidates with novel mechanism. He was also involved in a development program of in-licensed antiviral medicines. He contributed the program by conducting non-clinical studies and that resulted in successful launch in Japan. He holds a PhD in Science from Hokkaido University, Japan.
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- To register and for more information go to www.asapweb.org/summit