

# Last Call



September 13-15  
Royal Sonesta Boston  
Cambridge, MA USA

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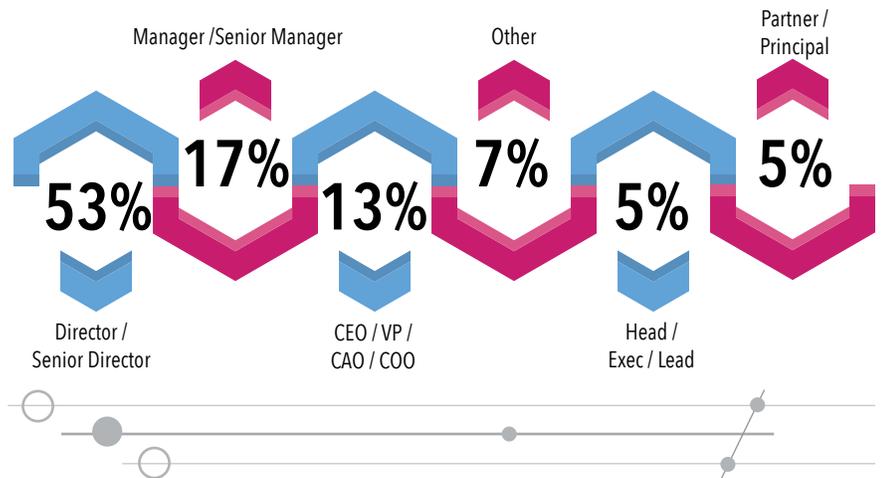


Merck KGaA  
Darmstadt, Germany

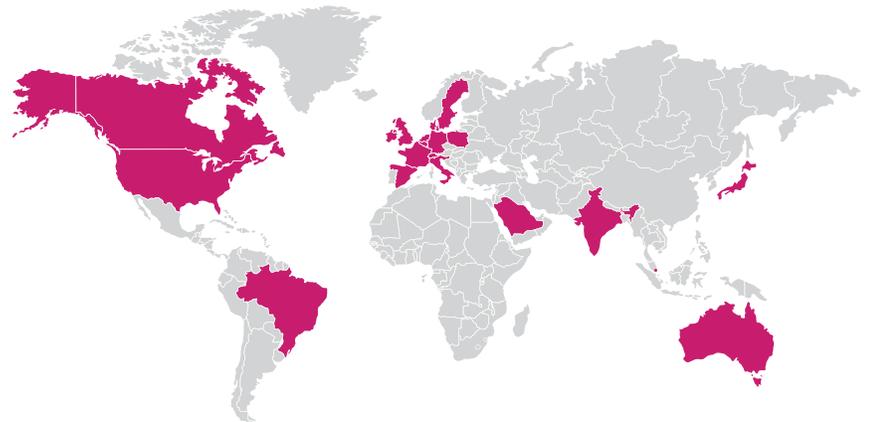


Patient-centric healthcare, personalized medicine, and new technologies teamed together in the healthcare system are creating new ways to leverage important innovations, which lead to positive outcomes for patients. This year, the ASAP BioPharma Conference will bring together the world's leading practitioners and experts on partnering in the life sciences to share their perspectives on innovating in this highly complex ecosystem. Attendees will have an opportunity to hear from leaders in the industry including Amgen, AstraZeneca, BioMotiv, Charles River Laboratories, Eisai, Eli Lilly and Company, Healthcore, Keryx Biopharmaceuticals, MedImmune, Merck KGaA, The Rhythm of Business, Shire, Sunovion, Takeda Pharmaceuticals, Vantage Partners among many others.

## Who Attends the ASAP BioPharma Conferences?



### International Representation



Australia, Belgium, Brazil, Canada, Denmark, France, Germany, India, Ireland, Italy, Japan, Netherlands, Poland, Saudi Arabia, Singapore, Spain, Switzerland & United Kingdom

### Partial List of Past ASAP BioPharma Conference Attendees

- |                                  |   |                                   |
|----------------------------------|---|-----------------------------------|
| AbbVie                           | Florida Hospital Alliance & Innovation Exchange | Philips HealthTech                |
| Amgen                            | F. Hoffmann-La Roche                            | Pierre Fabre Medicament           |
| Alnylam Pharmaceuticals          | Genentech                                       | PTC Therapeutics                  |
| Arizona Health Sciences Center   | Genzyme   | Quintiles                         |
| Astellas US*                     | GlaxoSmithKline                                 | The Rhythm of Business            |
| AstraZeneca*                     | Harvard University OTD                          | Sanofi*                           |
| Baxalta US Inc.                  | Halozyme Therapeutics                           | Servier                           |
| Bayer HealthCare*                | HealthCore*                                     | Shire                             |
| BD Medical                       | IBM Corporation*                                | Spark Therapeutics                |
| Biogen Idec                      | Illumina  | Takeda Pharmaceuticals*           |
| Boehringer Ingelheim             | ImmunoGen                                       | TEVA Pharmaceuticals              |
| Boston Children's Hospital       | INC Research*                                   | UCB                               |
| Celgene                          | Ipsen Pharmaceuticals                           | University of Arizona             |
| Charles River Laboratories       | Janssen Pharmaceutical Companies*               | University of Southern California |
| College of American Pathologists | Mead Johnson Nutrition                          | Upsher-Smith Laboratories         |
| Covance*                         | MedImmune                                       | Vantage Partners                  |
| Daiichi Sankyo                   | Merck & Co*                                     | Varian Medical Systems            |
| Dr. Reddy's Laboratories         | Merck KGaA, Darmstadt, Germany                  | Vertex Pharmaceuticals            |
| Elanco, Eli Lilly and Co*        | Mission Pharmacal*                              | X-Chem Pharmaceuticals            |
| Eli Lilly and Company*           | Novartis*                                       | Xerox*                            |
| Emergent BioSolutions            | Pfizer  |                                   |
| Epizyme                          |   |                                   |

\*ASAP Global Members

## Conference Keynote

Realizing the Collaborative Advantage in Pediatric Research

Wednesday, September 13, 2017



**Dr. David Williams**

Chief Scientific Officer and Senior Vice President for Research, Boston Children's Hospital  
President, Dana-Farber/Boston Children's Cancer and Blood Disorders Center

The collaborative advantage for biopharma in pediatrics is unrealized, and with the increase in innovative therapeutic approaches offers partnering opportunities that never existed previously.

Pediatric medicine is characterized by the large number of rare diseases. The majority of these are of developmental or genetic in origin. Rare diseases pose challenges for the development of new therapies because the cohorts for each given treatment approach are small, and because their multi-system nature frequently requires systemic treatment. At the same time, rare diseases in children present a unique opportunity to develop new treatments. In the setting of severe debilitating or lethal disorders, higher risks may be acceptable, taking into mind also the vulnerable nature of these populations. In addition, children by and large do not possess many of the co-morbidities that are more typical in adults and can obscure therapeutic effects in clinical trials typically seen in adults. Moreover, if successful, these interventions can lead to significant years of benefit to society and overall health care costs savings.

There are a growing number of experimental therapeutic approaches that can be applied to pediatric diseases. The focus on pediatric diseases is further enhanced by an increasing knowledge of the genetic basis of disease and advances in molecular-based approaches for influencing gene expression through small molecules, antisense technologies, or gene and cell therapies. The creation of rare disease programs within pharmaceutical companies offers another opportunity to bring additional focus to our unique pediatric disease populations. Boston Children's Hospital (BCH) has world-leading disease-specific medical expertise and deeply phenotyped rare disease cohorts, experience in therapeutic trials—including device and non-genetic physiology-based trials, comprehensive understanding of regulatory requirements for research in children, and a top-level genetic and genomic research infrastructure. A key and nearly unique strength of BCH is the quality and depth of its discovery science platforms and a clinical research infrastructure that enables highly technological interventions and complex interventional trials, with a focus on quickly leveraging basic scientific discoveries that may impact children.

This talk will provide an inside view of BCH science and the challenges facing academic research, and provide examples of successful collaborative efforts with biopharma.

Dr. Williams is chief scientific officer and senior vice president for research, Boston Children's Hospital and president of the Dana-Farber/Boston Children's Cancer and Blood Disorders Center. His laboratory has been continuously NIH funded since 1986. He has trained over 45 fellows and post-doctoral fellows and numerous residents and medical students in his laboratory, the majority of which are still in academic medicine. He is a member of the National Academy of Medicine (formerly Institute of Medicine). He has published over 250 peer-reviewed manuscripts, over 100 invited reviews and multiple textbook chapters. He is actively involved in gene therapy trials for blood, immunodeficiency and neurological genetic diseases and has been the investigator, co-investigator or sponsor (IND holder) of four previous gene therapy trials and is sponsor, investigator or co-investigator of four current trials. To read Dr. Williams' full bio visit [www.asapbiopharma.org](http://www.asapbiopharma.org).



# A Sneak Peek at the Conference Programming

For full session descriptions and to register visit [www.asapbiopharma.org](http://www.asapbiopharma.org)

## Maximizing the Power of Hybrid Alliance Management–Business Development (AM-BD) Organizational Structures to Meet the Demands of Strategic Alliances

**Catherine Abbadie, PhD**, Senior Director, Search, Evaluation and Alliance Management, Corporate Development and Licensing, Sunovion Pharmaceuticals Inc.

**Michael Segal**, Director Alliance Management, Corporate Development and Licensing, Sunovion Pharmaceuticals Inc.

Traditional alliance management (AM) models at large pharmaceutical companies cannot be supported at medium-sized companies. However, other successful models can be implemented. The benefit of an integrated dual alliance management-business development (AM-BD) organization allows companies to maximize the value of alliance professionals under the corporate development umbrella.

Having employees with experience in search and evaluation, transactions, and alliance management has proven productive in a medium-sized company. This model focuses on allowing the development continuity of successful programs from opportunity scouting through the completion of a partnership. This allows each alliance professional to be an expert in any form of collaboration, including implementation of major mid-stream program changes (licensing opportunities).

## Strategic Perspectives on Emerging Drug Discovery Alliance Models

**Mary Lou Bell**, Vice President, Head of Program & Alliance Management, Nimbus Therapeutics

**Charles McOsker, PhD**, Vice President, Technical Operations, BioMotiv

**Swati Prasad, PhD**, Senior Manager, Business Development and Scientific Alliances, Charles River Laboratories

Drug discovery and development face enormous, costly pressures brought on by business, scientific, and regulatory challenges. Happily, alliance models are emerging to support frontier science and innovation as a means to address the early drug development gap and accelerate translation of desperately needed novel therapeutic concepts. This panel will share strategies and perspectives on drug discovery/development models that allow alliance management professionals to leverage new players, such as non-traditional VCs, CROs/CMOs, and patient advocacy groups.

## The Biopharma Channel: Leveraging Practices from the High-Tech World to Drive Success

**Jan Twombly, CSAP**, President, The Rhythm of Business

Smart companies across industries are realizing there is a better way, a collaborative way. Help your partner be successful and by definition, you'll be successful. This composite case study examines how to take a hands-off transactional relationship and make a greater outcome for all through collaboration—while preserving the economics of a channel or outsourced business model.

## Alliance Management Learnings from Great Leaders

**Harm-Jan Borgeld, CSAP, PhD**, Head Alliance Management, Merck KGaA

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

**Steve Twait, CSAP**, Vice President, Alliance and Integration Management (AIM), AstraZeneca, Cambridge, UK

**Cyrus Veeseer, PhD**, Professor of History, Bentley University

The “Big Three” leaders—Winston Churchill, Franklin Delano Roosevelt, and Joseph Stalin—shared the goal of winning the war while they pursued distinct national goals. Roosevelt aspired to solidify the United States world leadership; Churchill, to preserve the British Empire; Stalin, to protect the Soviet Union. The daily fighting was a chess game not just to defeat the Axis powers, but also to achieve national goals.

This session highlights the skills and techniques used to align the Allied forces to defeat the Axis powers, and how each country balanced Allied interests versus their personal interests. Using the leaders' own words, this session explores how the alliance held together under seemingly insoluble problems. Join this session to learn how these leaders managed familiar alliance challenges.

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develop the strategic vision to  
**empower**  
**partnering**  
**success**  
across your entire organization



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## The Future Belongs to the Learning-Agile

**Jim Peters**, Senior Partner, Leadership and Talent Consulting, Global Leader, Succession Management, Korn/Ferry International

In today's VUCA world (Volatility, Uncertainty, Complexity, Ambiguity) the agile organization is capable of adjusting and adapting to rapid changes occurring in the current business environment. Alliance managers operate within an environment that is constantly challenged by change and complexity as you work with partners to facilitate collaboration and create alliance value. Learning agility is an attribute of exceptional alliance managers and of agile partnering-capable organizations.

## Why Keep the Good News to Yourself? Internal Partnerships for External Promotion: How to Work with Your PR/Communications Lead

**Lori McLaughlin**, Corporate Communications Director, Anthem, Inc.

**Brooke Paige, CSAP**, Staff Vice President and Chief of Staff, HealthCore, Inc.

If you think your alliance is groundbreaking, The Wall Street Journal may think so, too. As the practice of alliance management has evolved to working with extended internal alliance teams, savvy alliance managers should find strong advocates for their collaborations within corporate communications. In this practical session, learn how public relations and communications colleagues can help you position the importance of your collaborations and highlight the alliance management function internally and externally.

## Reading Between the Lines: Living in Contract White Space

**Christine Carberry, CSAP**, Chief Operating Officer, Keryx Biopharmaceuticals

**Andy Eibling, CSAP**, Vice President, Alliance Management, Covance

**Brian O'Shaughnessy**, President, Licensing Executives Society USA & Canada, Partner, Dinsmore & Shohl, LLP

How do you navigate the white space between what the contract contemplates and the real-world developments in the alliance? As ASAP kicks off a new partnership with the Licensing Executives Society (LES), this session presents a dialogue featuring insights and experience from a distinguished intellectual property transactional attorney and an accomplished alliance executive and pharmaceutical industry leader as they explore these issues, discuss strategies for resolution, and share best practices in alliance management.

## Aligning the Organization Around External Innovation and a Partner-Centric Operating Model

**Gray Hulick, CA-AM**, Senior Director, Global Alliance Management, Takeda Pharmaceuticals

**Stu Kliman, CA-AM**, Partner, Vantage Partners

Takeda and Vantage worked closely together to create a partner-centric operating model to support the new way that Takeda does business. The model will ensure alliance management activities and resources are appropriately allocated, embed a new set of standardized yet flexible capabilities and instill an alliance-enabling culture.

Presenters will share Takeda's partner-centric operating model, how they are aligning the organization around a new way of operating and the status of implementation efforts.



challenge your thinking and  
**broaden your strategic horizons**  
as industry leaders share their latest insights

# A Sneak Peek at the Conference Programming

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## Guiding Alliance Partners Through a Merger

**Mark Coflin, CSAP**, Head of Alliance Management, Shire  
**Michael Henning**, Alliance Management Lead, Shire

Acquisitions, mergers and consolidation are a fact of life in business and life sciences. Your challenge—and opportunity—is to create and shape your new company's alliance mission and capability while guiding your alliance partners through a merger successfully. Are you ready? Do you have a roadmap or plan for your alliance partners?

This session will share the vision of success, roadmap and practical tips that will prepare alliance management professionals to adjust and guide partners during transformative periods of change.

## Look at Us Now! Impactful Methods to Increase Your Alliance Management Maturity

**David A. Vallo, MS, PMP**, Senior Alliance Manager, Pipeline Management, MedImmune

**David J. Auerbach, CA-AM, MS**, Senior Alliance Manager, Pipeline Management, MedImmune

Participants in this session will pack their bags and take a journey into learning how MedImmune enhanced its alliance management maturity level over the past year and a half. In early 2016, MedImmune found it difficult to manage its 50-plus strategic alliances in an organized, efficient manner.

Alliance management was decentralized, with many people involved in various capacities, and there was no easy way to see the big picture. Today, in contrast, MedImmune leverages a centralized alliance management function to offer insight and valuable strategic direction for 75-plus active alliances. The function has deployed both strategic and tactical methods across the portfolio to enhance its maturity level.

## Turn Conflict into an Advantage!

**Lena Frank, CSAP**, Executive Director of Alliance and Program Management, Eisai

**Kevin Little, CSAP, PhD**, Chief Scientific Officer, 3D Signatures, Inc.

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

Often, alliance members consider conflict to be negative and strive to reduce or eliminate it from the relationship. However, this session will show attendees how conflict can actually be positive for an alliance. Well-managed conflict can result in growth, innovation, enhanced communications, and improved decision making.

This mini-workshop will use presentations, roundtable discussions, and group interactions to enable attendees to better manage conflict so that it results in positive benefits for alliances.

## Amgen's Journey to Improve Its Alliance Management Capabilities Across the Organization

**Casey Capparelli**, Head of Alliance Management, Amgen

Learn about Amgen's journey to improve alliance management. This session will explain how Amgen gathered data from partners and Amgen's own employees to identify where Amgen performs well as a partner and where it requires improvement. The session will go on to describe how Amgen leveraged this data as the basis for change and then took action to enhance its alliance management capabilities.

## ASAP BioPharma Aquarium

Moderated by

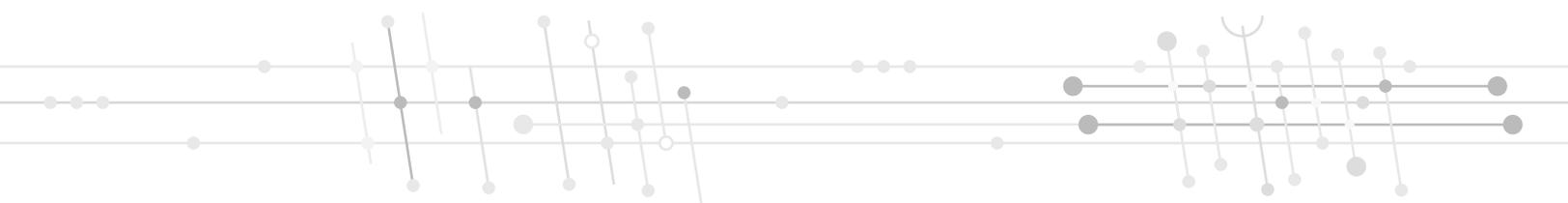
**Harm-Jan Borgeld, CSAP, PhD**, Head Alliance Management, Merck KGaA

**Karen Denton, CA-AM**, Alliance Management Director, Bayer HealthCare Pharmaceuticals

The ASAP Aquarium interactive alliance community forum has quickly become a tradition at ASAP conferences. Participants embrace different perspectives during this dynamic peer-to-peer discussion and debate regarding today's pressing alliance issues. You're invited join them in the active discussion. Contribute to the collective wisdom as the group explores questions that have significant impact on how alliance professionals are accelerating life science collaborations, while delivering better partnering and better outcomes. Topics to be discussion include: alliance expansion versus alliance improvement, and alliance surveys. More details about the topics and this session will be available at the conference.

## ASAP BioPharma Roundtables

The Roundtables this year will try a new approach to offer attendees a fresh and lively format full of conversation and an opportunity to meet new colleagues. The idea is to bring some of the real-time, hot conference topics into a discussion with peers and to explore the subjects that matter most to alliance management, while providing more networking among participants. In order to capture the hottest subjects arising during BioPharma, discussion questions will be initially distributed in Thursday evening's attendee email communication and will be available the next day at registration and at the Roundtables session. Takeaway new ideas and concepts with a bonus of more alliance connections with this year's BioPharma Roundtables!



build and reinforce foundational  
**alliance management skills essential to success**  
in any collaboration, whether short or long-term

# Professional Development Workshop Opportunities

For full workshop descriptions visit [www.asapbiopharma.org](http://www.asapbiopharma.org)

Wednesday, September 13th • 8:00 a.m. – 2:30 p.m.

## CA-AM (Certificate of Achievement - Alliance Management) Certification Exam Prep Workshop

**Lynda McDermott, CA-AM**, President, Equipro International  
\$1,099 ASAP Members

Note: Bundle price includes Certification Exam and a copy of The ASAP Handbook of Alliance Management: A Practitioner's Guide (\$380 value)

Do you want to validate and strengthen your alliance management expertise? Increase your alliance IQ and plan to attend this workshop as it explores and reinforces key alliance concepts that are covered in the CA-AM exam.

The knowledge exchange in this interactive professional development workshop will be strengthened by robust group discussion and case scenario analyses. The workshop will provide access to models, tools, and proven best practices that can be rapidly applied into your daily activities creating operating efficiencies that aim to improve results.

## Alliance Management 101

\$950 ASAP Members | \$1,140 Non-Members

Facilitators:

**Gary Butkus, CA-AM, RPh**, Director of Alliance Management, Eli Lilly and Company

**Jeff Hurley, CA-AM**, Director of Alliance Management, Eli Lilly and Company

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

Eli Lilly and Company is offering a training course for alliance managers. The course is a distillation of Lilly's century of business alliance experience led by three of the most skilled alliance managers in the field—David S. Thompson, Chief Alliance Officer, Eli Lilly and Company; Jeff Hurley, Director of Alliance Management, Eli Lilly & Company; and Gary Butkus, CA-AM, Director of Alliance Management, Eli Lilly and Company. The course will provide case studies, tools, and techniques used to train alliance managers at Lilly.

Upon completion of this non-industry specific course, students will have working knowledge of alliance management including the start-up, maintenance, and winding down of alliances as well as an understanding of how to get the most value from an alliance.

Students who attend the course will have the opportunity to participate in a pre-session discussion and survey and will receive a set of battle-tested alliance management tools and a post-session follow-up with the instructors.

ASAP would like to thank Eli Lilly and Company and the volunteer instructors for this workshop.

CA-AM training and certification provides a **common language** and a common set of processes and tools.

– Mary Jo Struttmann, CA-AM  
Astellas

## Strategic Decision Making & Negotiations: Learnings from Game Theory and AM Practice

\$950 ASAP Members | \$1,140 Non-Members

Facilitators:

**Harm-Jan Borgeld, CSAP, PhD, MBA**, Head Alliance Management, Merck KGaA  
**Stefanie Schubert PhD**, Professor of Economics, SRH University Heidelberg

Understand how alliance partners can assess potential strategic options and learn to anticipate them by making use of insights from game theory. This training will help participants sharpen their alliance management skills by increasing the speed and quality of their decision making and negotiation skills.

This workshop will expose participants to real-life cases involving global pharma and biotech companies where they can learn about the science of strategic decision making. Further, the workshop will help the alliance manager to successfully run joint steering committees, alliance sub-committees, joint project teams, and internal alignment meetings and pave the way to address decision making challenges successfully.

Participants will leave the workshop with a strategic decision-making toolkit specifically designed for alliance managers to increase their skillset and increase alliance success. This program is limited to 20 participants.

## Next Gen Alliance Management: Moving your Organization to Ecosystem Performance Excellence

Free Pre-Conference Workshop

Facilitator and ASAP Education Provider Partner:

**Lynda McDermott, CA-AM**, President, EquiPro International

Digitalization, public/private expansion, and complex multi-partner and ecosystem networks who are changing the rules continue to push new types of cross-industry partnerships. As this movement continues to develop one might ask: Are my team's current alliance best practices future proof? Should my alliance team acquire new skills? What about my organization, are we ready to manage partnerships within our complex ecosystems?

Discover how ASAP's newly launched in-company team training and combination CA-AM certification helps you introduce additional best practices that strengthen your company's capabilities to expand its alliance portfolio into new areas of value creation. The workshop will provide an overview of the extended offering, complete with live demonstration of experiential tools and case studies.



# Conference Registration & ASAP Membership Information

## ASAP Membership

Save a minimum of \$400 on your ASAP BioPharma Conference registration, become an ASAP member today! For more information contact ASAP's director of membership services Lori Gold at +1 781-562-1630 ext. 203 or [lgold@strategic-alliances.org](mailto:lgold@strategic-alliances.org).

## Conference Registration Rates

Register by	Sept. 5	Onsite
Global Member	\$1,595	\$1,765
Corporate Member	\$1,695	\$1,865
Individual Member	\$1,795	\$1,965
Non-Member	\$2,195	\$2,365

Full conference pass includes session and food functions on Sept. 13 - 15. This fee does not include pre-conference workshops or hotel accommodations. These excluded items must be purchased and arranged separately. For more information or to register today go to [www.asapbiopharma.org](http://www.asapbiopharma.org)



## Group Discounts

ASAP is offering global and corporate member companies registering five (5) or more paid attendees \$75 off each registration. Please contact Jennifer Silver at [JSilver@strategic-alliances.org](mailto:JSilver@strategic-alliances.org) for the qualifying discount code. In order to receive this discount all participants will need to enter a code during the registration process. Conference discount codes cannot be combined.

## Conference Location

Royal Sonesta Boston  
40 Edwin H Land Blvd  
Cambridge, MA 02142  
Hotel Telephone: +1-617-806-4200

For more information about accommodations, please contact Jennifer Silver at [JSilver@strategic-alliances.org](mailto:JSilver@strategic-alliances.org).



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