Conference Program

Alliance Expertise at the Forefront: Leadership for the Ecosystem

Platinum Sponsors:

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Welcome Letter

ASAP Executive Committee & Management Board, 2015
ASAP BioPharma Conference Planning Committee & Content Task Force, ASAP Global Staff

Social Media Outlets

Conference Agenda

ASAP Global & Corporate Members

2015 ASAP BioPharma Conference Sponsors

ASAP Executive, Management & Advisory Board of Directors

Overview of Sessions

Session Descriptions

Conference Speakers
Welcome to the 2015 ASAP BioPharma Conference

On behalf of the ASAP Board of Directors, the ASAP Program Committee, and staff, welcome to the 2015 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.

Alliance Expertise at the Forefront: Leadership for the Ecosystem is the theme of this year’s conference, reflecting the relentless evolution of our industries into complex interconnected networks. The adroit leadership of partnering executives is required more than ever to be proactive, strategic and relentlessly focused on execution – capturing and delivering the value envisioned in every collaboration.

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.

Take advantage of our location, adjacent to Boston Common, the oldest public park in the nation and in the heart of Boston’s theatre district. Plays were banned in Boston by the Puritans until 1792. Today it is a vibrant cultural center with musicals, comedy shows, opera, and ballet. Indeed, the venues we’ll use for the conference program were once the Stuart Street Playhouse.

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

Christine Carberry, CSAP
Chairman, ASAP
Senior Vice President, Quality, Technical Operations, Program and Alliance Management
FORUM Pharmaceutical
ASAP Executive Committee & Management Board

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SVP Quality, Technical Operations; Program & Alliance Management, FORUM Pharmaceuticals

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RSL Associates

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President
The Rhythm of Business
Chairman, Membership
Erna Arnesen, CSAP
VP, Global Channel & Alliance Marketing
Plantronics

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President, The Rhythm of Business

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

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Content Task Force

Solomon Babanj, CA-AM, Global Vice President, Alliance Management, Covance Inc.
Anny Bedard, CA-AM, President, Abio Consulting, LLC
Mike Berglund, CA-AM, Alliance Director, Eli Lilly and Company
Norma D’Anna, Director, Alliance Management, Merck & Co.
Kal Lapan, PhD, Senior Director, R&D Program Management, Epizyme
Stay Connected with ASAP & Your Colleagues Throughout the Year...

- Extend the education and networking value of the 2015 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.

Follow Us on Twitter: @asap_Global #2015BioPharma
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Join Our Group on LinkedIn: http://tinyurl.com/ASAPLinkedIn
## Conference Agenda

### Wednesday, September 9

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>7:00 a.m. – 6:45 p.m.</td>
<td>Registration Open</td>
<td></td>
<td>Theater Foyer</td>
</tr>
<tr>
<td>10:00 a.m. – 4:00 p.m.</td>
<td>Pre-Conference Workshops *Pre-registration Required</td>
<td>• Ben Gomes-Casseres, CSAP, Brandeis University, Alliance Strategy Consulting</td>
<td>Studio 2</td>
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<tr>
<td></td>
<td>Session 101 – CA-AM Certification Exam Prep Workshop</td>
<td>• Ben Gomes-Casseres, CSAP, Brandeis University, Alliance Strategy Consulting</td>
<td>Studio 2</td>
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<td></td>
<td>Session 102 – Designing a Partnership that Works: Onboarding Your Partner</td>
<td>• Candido Arreche, CA-AM, Xerox Worldwide Alliances</td>
<td>Studio 1</td>
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<td></td>
<td>Session 103 – Alliance Management Workshop: Tools and Techniques</td>
<td>• Jeff Hurley, CA-AM, Eli Lilly and Company, Eli Lilly and Company</td>
<td>Studio 3</td>
</tr>
<tr>
<td>12:30 p.m. – 1:30 p.m.</td>
<td>Workshop Participant Lunch</td>
<td></td>
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</table>
| 1:00 p.m. – 4:15 p.m. | Leadership Forum (Invitation Only)                                     | • Michael Leonetti, CSAP, ASAP  
• Christine Carberry, CSAP, FORUM Pharmaceuticals                                                 | City Room A     |
| 4:45 p.m. – 5:00 p.m. | Conference Opening                                                     |                                                                                                 | Theater One     |
| 5:00 p.m. – 5:45 p.m. | Session 201 – Taking on a Silent Killer through Partnership and Big Data | • Niven R. Narain, PhD, Berg Biosystems  
• Vipula Tailor, Berg Biosystems                                                                   | Theater One     |
| 5:45 p.m. – 6:45 p.m. | Networking Reception                                                   |                                                                                                 | Theater Foyer   |

### Thursday, September 10

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<th>Time</th>
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<td>Networking Breakfast</td>
<td></td>
<td>Theater Foyer</td>
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| 8:30 a.m. – 9:30 a.m. | Session 301 – ASAP Quick Takes: Leadership for the Healthcare Ecosystem | • Heather Fraser, IBM Institute for Business Value  
• Cindy Warren, Janssen Pharmaceutical Companies of Johnson & Johnson  
• Lenore Jackson-Pope BSN, MSM, CCRP, Alzheimer’s Association®, Massachusetts/New Hampshire Chapter | Theater One     |
| 9:40 a.m. – 10:10 a.m. | Session 302 – Redefining Partnering in the Healthcare and Life Sciences Ecosystem: Deeper Dive Session | • Heather Fraser, IBM Institute for Business Value  
• Cindy Warren, Janssen Pharmaceutical Companies of Johnson & Johnson  
• Lenore Jackson-Pope BSN, MSM, CCRP, Alzheimer’s Association®, Massachusetts/New Hampshire Chapter | Theater One     |
| 10:10 a.m. – 10:40 a.m. | Session 303 – ASAP Quick Take Roundtables Part 1                      |                                                                                                 | Space 57        |
| 10:45 a.m. – 11:15 a.m. | Session 304 – Alliance Leadership for the Healthcare Ecosystem: Deeper Dive Session | • Cindy Warren, Janssen Pharmaceutical Companies of Johnson & Johnson  
• Lenore Jackson-Pope BSN, MSM, CCRP, Alzheimer’s Association®, Massachusetts/New Hampshire Chapter | Theater One     |
| 11:20 a.m. – 11:50 a.m. | Session 306 – Supporting Patients and Families at the Center of the Ecosystem: Deeper Dive Session | • Lenore Jackson-Pope BSN, MSM, CCRP, Alzheimer’s Association®, Massachusetts/New Hampshire Chapter | Theater One     |
| 11:55 a.m. – 12:25 p.m. | Session 307 – ASAP Quick Take Roundtables Part 3                      |                                                                                                 | Space 57        |
| 12:30 p.m. – 1:40 p.m. | Networking Lunch                                                       |                                                                                                 | Theater Foyer / Space 57 |
| 1:45 p.m. – 2:30 p.m. | Session 401 – Blockbuster Product, Fragile Alliance: Leading the Drive for Change | • Christine Carberry, CSAP, FORUM Pharmaceuticals  
• Jan Twombly, CSAP, The Rhythm of Business                                                                 | Space 57        |
|                    | Session 501 – From the User’s Perspective: An Alliance Management Center of Excellence Success Story | • Kentaro Hashimoto, PhD, Takeda Pharmaceutical  
• Gray Hulick, CA-AM, Takeda Pharmaceutical  
• Jenny Rohde, CA-AM, Takeda Pharmaceutical                                                                 | Theater One     |
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| 2:35 p.m. - 3:20 p.m. | Session 402 – The Authorized Generic: Allying to Extend Value           | • Jean Rumsfield, CA-AM, Astellas Pharma, Inc.  
                      |                                                                      | • Colter VanStedum, Perrigo Company Plc                              | Space 57       |
|                    | Session 502 — Enabling Innovation and Value Creation in Sponsor/CRO Collaborations | • Andrew Eibling, CSAP, Covance  
                      |                                                                      | • Raymond A. Huml, DVM, Quintiles Biosimilars Center of Excellence  
                      |                                                                      | • Louk Pechtold, CA-AM, PhD, Merck Serono SA  
                      |                                                                      | • Jay Turpen, Eli Lilly and Company  
                      |                                                                      | • Doug Williams, BioDigital | Moderator          | Theater One     |
| 3:20 p.m. – 3:50 p.m. | Networking Break                                                        |                                                                        | Theater Foyer   |
| 3:50 p.m. - 4:35 p.m. | Session 403 — High Risk, High Stakes Negotiations: Vantage Partners Sponsored Session | • Renee Jansen, CA-AM, Vantage Partners                                 | Space 57       |
|                    | Session 503 – Making the Link between Alliance Deal and Alliance Life    | • John A. Calvo, Bayer HealthCare  
                      |                                                                      | • Karen Denton, CA-AM, Bayer HealthCare  
                      |                                                                      | • Claudia Kambach, Bayer HealthCare  
                      |                                                                      | • Ben Gomes-Casseres, CSAP, Brandeis University, Alliance Strategy Consulting | Moderator | Theater One     |
| 4:40 p.m. - 5:25 p.m. | Session 404 — The Graceful Exit: Preserving Value and Relationship at the End of the Lifecycle | • Diana L. Brassard, CA-AM, PhD, Baxalta US Inc.  
                      |                                                                      | • Mark Collin, CSAP, Baxalta US Inc.  
                      |                                                                      | • Julia Gershkovitch, Sanofi | Theater One     |
|                    | Session 504 — The Manufacturing Alliance: The Link Between Your Commercialization Partner and Your CMO | • Paul Gauthier, Shire  
                      |                                                                      | • Praveen Prasanna, Shire                                  | Space 57       |
| 5:45 p.m. – 7:00 p.m. | Networking Reception                                                    |                                                                        | Emerald Lounge  |

**Friday, September 11**

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| 8:25 a.m. - 9:10 a.m. | Session 601 — Passing the Baton: Lessons Learned in Transitioning from One Alliance Manager to Another | • Lisa Giles, Shire  
                      |                                                                      | • Petra Sansom, Genzyme, a Sanofi company  
                      |                                                                      | • Lissa Weldon, Sanofi | Theater One     |
| 9:15 a.m. - 10:00 a.m. | Session 602 – Non-traditional Partnership Models Spell New Opportunities for Alliance Managers | • Geoffrey Collett, CA-AM, AstraZeneca  
                      |                                                                      | • Lidia Martin-Pereda, Almirall | Theater One     |
|                    | Session 702 — Managing the Three-Legged Stool: Science, Compliance and Alliance | • Stephanie Loranger, PhD, Broad Institute | Space 57       |
| 10:00 a.m. – 10:30 a.m. | Networking Break                                                         |                                                                        | Theater Foyer   |
| 10:30 a.m. - 11:15 a.m. | Session 603 – Managing a Major Alliance Restructuring                   | • Lena Frank, CSAP, Eisai  
                      |                                                                      | • Kimberly Lamb, PhD, Epizyme | Theater One     |
|                    | Session 703 — Are We Negotiating or Collaborating? Increasing Alliance Value through Collaborative Decision Making | • Mike Berglund, CA-AM, Eli Lilly and Company | Space 57       |
| 11:20 a.m. - 12:10 p.m. | Session 801 — Cultivating an Alliance Management Career                 | • Jeremy Ahouse, CSAP, PhD, Celgene  
                      |                                                                      | • Norma D’Anna, Merck & Co.  
                      |                                                                      | • Kristin Mulready, CA-AM, Mersana Therapeutics  
                      |                                                                      | • Nancy Griffin, CA-AM, Novartis | Moderator      | Theater One     |
| 12:10 p.m. - 12:25 p.m. | Conference Closing                                                       | • Christine Carberry, CSAP, FORUM Pharmaceuticals                      | Theater One     |
| 12:25 p.m. - 1:15 p.m. | Boxed lunches & Informal Networking                                     |                                                                        | Theater Foyer   |

Stay up to date @ASAP_Global #2015BioPharma asapglobal
Join the ASAP Community!

For most companies, the question is no longer **whether to ally, but how to do it right.** The answer starts with the Association of Strategic Alliance Professionals.

**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 the 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 European 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

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

“For all Strategic Alliance professionals who want to become the very best at what they do, being a member of ASAP should be a priority for you.”

— Anoop Nathwani, Director, Consortio Consulting

**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](http://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.
Thank you ASAP Biopharma Conference Sponsors!

ASAP would like to thank the following companies for their commitment and support of our organization. We greatly appreciate their investment in making the 2015 ASAP BioPharma Conference a huge success.

Platinum Sponsors

Johnson & Johnson Innovation LLC is working to accelerate scientific innovation at all stages of development worldwide to deliver cutting-edge solutions that solve unmet needs for patients. Johnson & Johnson Innovation provides scientists, entrepreneurs and companies with one-stop access to the broad resources of the Johnson & Johnson Family of Companies across the Pharmaceutical, Medical Devices and Consumer healthcare segments. This includes access to dealmakers, through the innovation centers located in global life science hot spots and Johnson & Johnson Innovation – Janssen Business Development; venture investment, through Johnson & Johnson Innovation – JJDC; company incubation, through Johnson & Johnson Innovation, JLABS; as well as R&D, manufacturing and commercialization expertise across all three segments. Strategically connected to our therapeutic areas, Janssen Business Development (JBD) has a long and productive history of creating, fostering and sustaining valuable partnerships that advance transformational innovation and benefit the health of people all over the world. Through our corporate and business development & licensing, and alliance management teams, JBD focuses on all collaboration and partnering activities with established mid-size and large biotech and pharmaceutical companies. For more information, visit www.jnjinnovation.com or follow @JNJInnovation

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. With a direct heritage from the Harvard Negotiation Project, Vantage provides both capability building services-helping client implement the processes, tools, and approaches necessary to implement organizational strategies that rely on external collaboration to succeed and direct support services-both launching new alliances and intervening in and enhancing those alliances that are failing to achieve all that they might. To learn more about Vantage Partners or to access our online library of research and white papers, please visit www.vantagepartners.com

Gold Sponsor

As a global pharmaceutical company, Takeda focuses on discovering, developing and delivering innovative medicines that can have a life-changing impact for patients worldwide. In fact, patients are at the center of everything we do.

Headquartered in Osaka, Japan, Takeda focuses on innovative medicines in gastroenterology, oncology, central nervous system, cardiovascular and metabolic, as well as vaccines. Our portfolio of quality, established prescription and over-the-counter medicines helps patients around the world.

Takeda pursues external innovation at all stages, from early discovery to late-stage development, and with our partners, we aspire to deliver ground-breaking new treatments to patients worldwide. We partner with academia and other pharmaceutical and biotech companies to accelerate innovation and bring together the best and the brightest in our industry. In every collaboration, we look for creative solutions that allow our partners to build on their strengths.

Think bigger and think differently with The Rhythm of Business. Take on the challenges of the connected ecosystem era. Deliver the strategic and financial success the executive suite expects. Partner with The Rhythm of Business to transform your alliance and partnering practices. Embed the partnering mindset, skillset and toolset throughout the organization—with our cross-industry consulting and comprehensive learning programs for executives, team members and alliance managers. Our proven strategies, frameworks, and tools increase partnering effectiveness and drive outcomes while reducing complexity and risk in individual alliances and your overall portfolio.

When partnering is throughout the ecosystem, the status quo no longer works. Take your alliance and collaboration management capabilities to new heights with The Rhythm of Business. Learn more at rhythmofbusiness.com and follow us on Twitter @RhythmofBiz.
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Vice President Global Partner and Alliance Marketing
VMWare

Erna Arnesen, CSAP*
VP, Global Channel & Alliance Marketing
Plantronics

John Barry
Head, Vendor Strategy and Management
Merck & Co

Steve Blacklock, CA-AM
Vice President, Global Strategic Alliances
Citrix Systems, Inc.

Nancy Breiman, CSAP
Manager, Innovation Solutions & Business Development
IBM Corporation

Russ Buchanan, CSAP*
Vice President, Worldwide Alliances
Xerox

Christine Carberry, CSAP*
SVP, Quality, Technical Operations, Program & Alliance Management
FORUM Pharmaceuticals

Tony DeSpirito, CSAP
Managing Director - Strategic Accounts
Schneider Electric

Andy Eibling, CSAP
Vice President, Alliance Management
Covance

David Erlenhorns, CSAP
Director of Alliance Strategy and Operations
KPMG

Adam Famularo
Global VP, Channel Sales
Verizon

Frank Grams, PhD
Vice President, Head of Alliance Management & Contracting
Sanofi

Nancy Griffin, CA-AM
VP, Strategic Alliances
Novartis Pharmaceuticals Corporation

Terry Herring
President Commercial Operations
Mission Pharmacal

Andy Hull
Vice President, Global Alliances
Takeda Pharmaceuticals

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Director, IoT Software Alliances
Cisco Systems, Inc.

Charlie Li
Vice President
Capgemini

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President
RSL Associates

Ron Long
CTO Global Alliances
NetApp

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President
The Warren Company

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HealthCore

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Dell, Inc.

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Mary Jo Struttmann, CA-AM
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Astellas

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President
The Rhythm of Business

Cindy Warren
Vice President Alliance Management
Janssen Global Services

Norma Watenpaugh, CSAP
Principal
Phoenix Consulting Group

Sheila Westmoreland, PMP
Sr. Director, Alliance Project Leader
AbbVie

Renqing Zhang
VP Corp. Partner and Alliances Group
Huawei Technology, Ltd.

* Executive / Management Board
## Overview of Sessions

### Wednesday, September 9

**10:00 a.m. - 4:00 p.m.**

**Preconference Workshops**  
(Pre-registration is required)

- Studio 2  
  Session 101  
  CA-AM Certification Exam Prep Workshop

- Studio 1  
  Session 102  
  Designing a Partnership that Works: Onboarding Your Partner

- Studio 3  
  Session 103  
  Alliance Management Workshop: Tools and Techniques

**5:00 p.m. - 5:45 p.m.**

**Conference Keynote**

- Theater One  
  Session 201  
  Taking on a Silent Killer through Partnership and Big Data

### Thursday, September 10 • Morning Sessions

**8:30 a.m. - 9:30 a.m.**

**Track 300: Leadership for the Healthcare Ecosystem**

- Theater One  
  Session 301  
  Plenary ASAP Quick Takes: Leadership for the Healthcare Ecosystem

- Theater One  
  Session 302  
  Redefining Partnering in the Healthcare and Life Sciences Ecosystem: Deeper Dive Session

- Space 57  
  Session 303  
  ASAP Quick Take Roundtables Part 1

**9:40 a.m. - 10:10 a.m.**

- Theater One  
  Session 304  
  Alliance Leadership for the Healthcare Ecosystem: Deeper Dive Session

- Space 57  
  Session 305  
  ASAP Quick Take Roundtables Part 2

**10:45 a.m. - 11:15 a.m.**

- Theater One  
  Session 306  
  Supporting Patients and Families at the Center of the Ecosystem: Deeper Dive Session

- Space 57  
  Session 307  
  ASAP Quick Take Roundtables Part 3

**11:55 a.m. - 12:25 p.m.**

- Theater One  
  Session 308  
  Leadership for the Healthcare Ecosystem - Connecting the Dots
Thursday, September 10 • Afternoon Sessions

1:45 p.m. - 2:30 p.m.  
Track 400: Alliance Expertise for Today’s Biggest Challenges  
Space 57  
Session 401  
Blockbuster Product, Fragile Alliance: Leading the Drive for Change  
Space 57  
Session 402  
The Authorized Generic: Allying to Extend Value  
Space 57  
Session 403  
High Risk, High Stakes Negotiations | Vantage Partners Sponsored Session  
Theater One  
Session 404  
The Graceful Exit: Preserving Value and Relationship at the End of the Lifecycle

2:35 p.m. - 3:20 p.m.  
Space 57  
Session 402  
The Authorized Generic: Allying to Extend Value  
Space 57  
Session 403  
High Risk, High Stakes Negotiations | Vantage Partners Sponsored Session  
Theater One  
Session 404  
The Graceful Exit: Preserving Value and Relationship at the End of the Lifecycle

3:50 p.m. - 4:35 p.m.  
Space 57  
Session 403  
High Risk, High Stakes Negotiations | Vantage Partners Sponsored Session  
Theater One  
Session 404  
The Graceful Exit: Preserving Value and Relationship at the End of the Lifecycle

4:35 p.m. - 5:25 p.m.  
Track 500: Engaging the Enterprise  
Theater One  
Session 501  
From the User’s Perspective: An Alliance Management Center of Excellence Success Story  
Theater One  
Session 502  
Enabling Innovation and Value Creation in Sponsor/CRO Collaborations  
Theater One  
Session 503  
Making the Link between Alliance Deal and Alliance Life  
Space 57  
Session 504  
The Manufacturing Alliance: The Link Between Your Commercialization Partner and Your CMO

Friday, September 11 • Morning Sessions

8:25 a.m. - 9:10 a.m.  
Track 600: Managing Transitions  
Theater One  
Session 601  
Passing the Baton: Lessons Learned in Transitioning from One Alliance Manager to Another  
Theater One  
Session 602  
Non-traditional Partnership Models Spell New Opportunities for Alliance Managers  
Theater One  
Session 603  
Managing a Major Alliance Restructuring  
Space 57  
Session 604  
The Manufacturing Alliance: The Link Between Your Commercialization Partner and Your CMO

9:15 a.m. - 10:00 a.m.  
Track 700: Strengthening Core Skills  
Space 57  
Session 701  
Why Did They Do That? Understanding How Corporate Culture Influences Alliance Behavior  
Space 57  
Session 702  
Managing the Three-Legged Stool: Science, Compliance and Alliance  
Space 57  
Session 703  
Are We Negotiating or Collaborating? Increasing Alliance Value through Collaborative Decision Making

10:30 a.m. - 11:15 a.m.  
Space 57  
Session 702  
Managing the Three-Legged Stool: Science, Compliance and Alliance  
Theater One  
Session 801  
Cultivating an Alliance Management Career

11:20 a.m. - 12:10 p.m.  
Space 57  
Session 703  
Are We Negotiating or Collaborating? Increasing Alliance Value through Collaborative Decision Making  
Theater One  
Session 801  
Cultivating an Alliance Management Career

Closing Plenary Session  
Theater One  
Session 801  
Cultivating an Alliance Management Career

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Session Descriptions

Pre-Conference Professional Development Workshops

Wednesday, September 9, 2015 • 10:00 a.m. – 4:00 p.m.

*Additional fee is associated with workshops; they are not included in the Full Conference Pass.

CA-AM Certification Exam Prep Workshop
Session 101 • Studio 2
Facilitator:
Ben Gomes-Casseres, CSAP, Professor, Author, Consultant
Brandeis University, Alliance Strategy Consulting

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 move 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 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

Designing a Partnership that Works: Onboarding Your Partner
Session 102 • Studio 1
Facilitator:
Candido Arreche, CA-AM, Global Director of Portfolio & Partner Management, Six Sigma Black Belt, Xerox Worldwide Alliances

One of the most critical steps in developing an alliance is how to help the partner create value and rapidly close business from it. This experiential and interactive workshop was designed by Xerox for use in creating a framework for its partnership success. Used numerous times for many of its partnerships, the Xerox program reinforces the process and opportunities for partners to quickly work and adapt to an alliance. Furthermore, it helps the alliance become more effective and efficient in managing the relationship. This workshop also provides organizations with the knowledge, direction, steps and timeline needed to effectively market, sell, close, and deliver alliance opportunities by leveraging a joint strategy approach.

Strategy | Go to market / Selling together | Coaching and mentoring | Governance

Participants will learn:
- How to quickly develop an alliance relationship by leveraging a “four pillar” process
- Techniques and tools to quickly enable joint strategies with your alliances partner
- Ways to agree and leverage a business plan that makes sense and works!
- How to accelerate the creation of an alliance partner’s pipeline, deal conversion and margin potential
- How to help the partner quickly close alliance deals and reduce their time to revenue (TTR)

ASAP would like to thank Xerox for donating all materials, IP, and instructors for this workshop.

Alliance Management Workshop: Tools and Techniques
Session 103 • Studio 3
Facilitators:
Jeff Hurley, CA-AM, Alliance Management Director, Eli Lilly and Company
David Thompson, CA-AM, Chief Alliance Officer, Eli Lilly and Company
Steve Twait, CSAP, VP, Alliance and Integration Management, AstraZeneca

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 3 of the most skilled alliance managers in the field—David S. Thompson, Chief Alliance Officer, Eli Lilly and Company, Jeff Hurley, Director, Alliance Management, Eli Lilly & Company and Steve Twait, VP, Alliance and Integration Management AstraZeneca.

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 battletested alliance management tools and a post-session follow-up with the instructors.

ASAP would like to thank Eli Lilly and Company and AstraZeneca for donating all materials, IP, and instructors for this workshop.
Innovative research and development strategies to tackle truly complex medical challenges require creative partnering. To develop the first biomarker for pancreatic cancer – a disease that is rarely detected early, has a 7% five year survival rate and is expected to become the second leading cause of cancer death within five years – Berg Health, a Boston-based biotech firm, has partnered with prestigious hospitals and research teams to apply artificial intelligence to healthy and diseased tissue from the same patient to hunt for variations in cells that contribute to pancreatic cancer. Up to fourteen trillion data points per sample are produced in this comprehensive analysis. No stranger to innovative partnerships, Berg has also partnered with the US Department of Defense to find more efficient ways to combat prostate cancer. This big data-driven partnership led to the development of Berg’s first drug, which re-programs cancer cells to undergo a natural death without chemotherapy. The drug is in phase II clinical trials and will be used in Project Survival, the pancreatic cancer biomarker collaboration.

Join us for our combination video and live keynote presentation as Niven Narain, co-founder, president and chief technology officer, Berg and Vipula Tailor, vice president of business development and alliance management share with us the story of Berg, its innovative technology and why they have chosen to partner directly with healthcare providers, so far eschewing big pharma, to apply their technology and develop their drug.
Transcending Organizational Barriers—
A Cross-Industry View of Alliance Management Trends and Challenges

Download a copy of our study focused on the trends and developments in the field of alliance management.

We surveyed nearly 500 alliance practitioners across several industries – Pharma/ Biotech, IT, Financial Services, Manufacturing, Telecom, Insurance, and Healthcare.

Visit www.vantagepartners.com/alliance.aspx to download your complimentary copy
Session Descriptions
Thursday, September 10, 2015
Track 300: Leadership for the Healthcare Ecosystem

Plenary | ASAP Quick Takes: Leadership for the Healthcare Ecosystem
Session 301
8:30 a.m. - 9:30 a.m. | Theater One
Hear from Thought Leaders who are shifting the lens to see, think, and lead differently. They share their insights about how the life sciences and healthcare ecosystem is evolving and the implications for biopharma alliance professionals in “ASAP Quick Takes,” a format similar to the well-known “TED Talks,” offering a taste of the Deeper Dive sessions that will round out the balance of the morning.

ASAP Quick Take #1
Redefining Partnering in the Healthcare and Life Sciences Ecosystem
Speaker: Heather Fraser | Global Life Sciences & Healthcare Lead | IBM Institute for Business Value

ASAP Quick Take #2
Alliance Leadership for the Healthcare Ecosystem
Speaker: Cindy Warren | Vice President, Alliance Management | Janssen Pharmaceutical Companies of Johnson & Johnson

ASAP Quick Take #3
Supporting Patients and Families at the Center of the Ecosystem
Speaker: Lenore Jackson-Pope BSN, MSM, CCRP | Manager Medical and Research Education | Alzheimer’s Association®, Massachusetts/New Hampshire Chapter

Redefining Partnering in the Healthcare and Life Sciences Ecosystem: Deeper Dive Session
Session 302
9:40 a.m. - 10:10 a.m. | Theater One
Speaker: Heather Fraser | Global Life Sciences & Healthcare Lead | IBM Institute for Business Value
Ecosystem has entered the vernacular of everyday business. Terms such as “business ecosystem,” “collaborative ecosystem” and “economic ecosystem” are now being used universally as people seek to articulate the future of business and customer interactions. But an ecosystem reflects much more than a network, and it differs fundamentally from a market. While ecosystems will transform much of the way the healthcare and life sciences industry operates today, it is important to understand why ecosystems are beginning to emerge now, how they differ from traditional markets, what new incentives will emerge and how individual organizations can respond. Heather shares data and case studies that highlight the new ways – and thus new alliance management challenges – in which biopharma companies are defining and partnering within the ecosystem to deliver on the expectations of increasingly empowered consumers, foster innovation and achieve growth.

ASAP Quick Take Roundtables Part 1 Session 303
9:40 a.m. - 10:10 a.m. | Space 57
If the themes raised by the plenary speakers have piqued your interest and inspired you to explore alliance leadership topics on a personal level, then come and join the conversation with your peers and colleagues. Lively discussions on multiple leadership topics will be facilitated by distinguished ASAP members and industry thought leaders. Key takeaways will be shared during a “Connect the Dots” session later in the morning.

Roundtable Topics & Facilitators
#1-True or False? Alliance Management should pursue new opportunities for partnering within an expanded ecosystem | Doug Williams | BioDigital
#2-True or False? Today’s alliance professional needs all the skills, finesse and potential of someone running a business | Harry Atkins, CSAP | Dr. Reddy’s Laboratories, Inc.
#3-True or False? The value of alliance management in biopharma cannot be measured | Lena Frank, CSAP | Eisai
#4-How do you define Alliance Leadership? | Ron McRae, CSAP | Janssen Pharmaceutical
#5-Discuss the role of increasingly empowered consumers within the healthcare ecosystem | TBD | Celgene
#6-Managing Conflicts and Dealing with Differences | Renee Jansen, CA-AM | Vantage Partners
Alliance Leadership for the Healthcare Ecosystem: Deeper Dive Session
Session 304
10:45 a.m. - 11:15 a.m. | Theater One

Speaker:
Cindy Warren | Vice President, Alliance Management | Janssen Pharmaceutical Companies of Johnson & Johnson

The biopharma alliance professional of today must be an extremely talented, agile and adaptable individual! Partnering models are changing. There are new types of partners to engage with, divestitures, integrations and transitions to lead. How you define alliance leadership for yourself and your organization determines the influence and role alliance professionals will have as their companies navigate the changing environment - where so much is uncertain. Are you up to the task? Is your team?

Cindy Warren, vice president, alliance management at Janssen Pharmaceutical Companies of Johnson & Johnson believes that today’s alliance professional needs all the skills, finesse and potential of someone running a business. Cindy shares her thoughts on alliance leadership, what she looks for in her team and where she sees opportunities for alliance professionals to deliver differentiated value that can set you and your company apart.

ASAP Quick Take Roundtables Part 2 Session 305
10:45 a.m. - 11:15 a.m. | Space 57

Roundtable Topics & Facilitators
#1- True or False? Savvy alliance managers are ready to support integration activities resulting from acquisitions and divestitures | Angela Bylancik | Novartis

#2- True or False? Alliance Management should pursue new opportunities for partnering within an expanded ecosystem | Katherine Kendrick, CA-AM | Elanco, Eli Lilly & Co

#3- New and innovative types of partnerships and deals - Share your experiences | Anthony A. Hörning, CSAP | Strategic Transactions Advisory AG

#4- Developing Tomorrow’s Leaders Today - Is your talent pipeline all it should be? | John Barry, Merck & Co.

#5- Delivering differentiated value - what’s needed to set you and your company apart today and in the future? | Ann McAuley, CA-AM, Astellas

#6- Overcoming the culture clash between pharma and academia | Kristin Rosner | X-Chem Pharmaceuticals

Supporting Patients and Families at the Center of the Ecosystem: Deeper Dive Session
Session 306
11:20 a.m. - 11:50 a.m. | Theater One

Speaker:
Lenore Jackson-Pope BSN, MSM, CCRP | Manager Medical and Research Education | Alzheimer’s Association®, Massachusetts/New Hampshire Chapter

The empowered consumer is both a platitude and reality. In healthcare and life sciences, patients and their families are more informed, more involved in research and clinical trials than ever before, thanks to information availability through technology and their ever-increasing share of financial burden. Patient advocacy organizations are the bridge between individuals and industry, funding research, recruiting patients for trials, and providing forums for researchers to answer difficult questions in collaboration with one another.

This portion of our plenary explores the industry-focused partnering activities of the Alzheimer’s Association, patient advocates for the sixth-leading cause of death in the United States and the only cause of death among the top 10 in the United States that cannot be prevented, cured or even slowed. It is not just a disease of the elderly. Many people with early onset are in their 40s and 50s. They have families, careers or are even caregivers themselves when Alzheimer’s disease strikes.

Biopharma alliance professionals will learn about unique opportunities to partner with non-profit organizations like the Alzheimer’s Association who empower patients and families to become more involved in the fight against Alzheimer’s and related dementias by becoming educated consumers, advocates and research participants. In the evolving world of healthcare unique partnerships are emerging in the ecosystem.
Blockbuster Product, Fragile Alliance: Leading the Drive for Change
Session 401
1:45 p.m. - 2:30 p.m. | Space 57

Speakers:
Christine Carberry, CSAP | Senior Vice President, Quality, Technical Operations, Program and Alliance Management | FORUM Pharmaceuticals
Jan Twombly, CSAP | President | The Rhythm of Business

Despite many conflicts, stalemates and too many legal letters your drug is having remarkable development and commercial success. But the alliance itself is fragile - hanging by a thread. As a result, it isn’t making decisions, proposals for new projects go to committees to die slow deaths and lifecycle management is lacking. One bump in the road could spell disaster - or a competitor could easily get to market with a new indication while your alliance is still bickering about where to invest. You know there is more that can be achieved - and so do most of the governance members. How do you create and lead the drive for change? During this interactive session participants consider an appropriate course of action to:
• Engage and enroll the governance committees in no longer accepting the status quo
• Get at root causes
• Develop an action plan to improve alliance effectiveness

The Authorized Generic: Allying to Extend Value
Session 402
2:35 p.m. - 3:20 p.m. | Space 57

Speakers:
Jean Rumsfield, CA-AM | Director, Global Alliance Management | Astellas Pharma, Inc.
Colter VanStedum | Senior Director, Rx Business Development and General Manager, Alliances | Perrigo Company Plc

When loss of exclusivity looms, authorized generics may provide a path for the alliance professional to work with the commercial team to extend value. This strategy, which essentially dual labels the legacy drug with both the brand name and generic name, allows the EXACT equivalent drug (active and inactive ingredients) to be marketed in competition with a traditional generic. This session uses a recent case study to explain:
• Why a branded company would want to partner to launch an authorized generic – the process involved in doing so – and the potential value capture that otherwise would be lost
• Why tight collaboration – and an impeccable sense of timing – is required to successfully launch an authorized generic
• The value alliance managers bring to orchestrating the process

Leadership for the Healthcare Ecosystem - Connecting the Dots
Session 308
11:55 a.m. - 12:25 p.m. | Theater One

Facilitator:
Jan Twombly, CSAP | President | The Rhythm of Business

Conclude the morning with your peers and connect the dots from each group’s findings, ideas, and key takeaways that will be sure to help us drive innovation and growth as we lead increasingly complex and diverse collaborations spanning industries and sectors.
Session Descriptions
Thursday, September 10, 2015

Track 400: Alliance Expertise for Today’s Biggest Challenges

High Risk, High Stakes Negotiations
Vantage Partners Sponsored Session
Session 403
3:50 p.m. - 4:35 p.m. | Space 57
Speaker:
Renee Jansen, CA-AM | Principal | Vantage Partners
Alliance professionals face many complex and time-sensitive negotiations over the life of an alliance. Drawing on techniques used by US military officers to manage high risk, high-stakes conflicts in hot spots around the globe, this interactive session helps alliance managers handle challenging situations and improve their results in managing conflicts and dealing with differences with their alliance partners. Participants will explore methods for:
• Managing the perceived need to act fast, look strong or respond in kind to difficult tactics
• Structuring an optimal approach to aligning multiple internal or joint stakeholders
• Preserving (or even building) a relationship in the midst of significant conflict

The Graceful Exit: Preserving Value and Relationship at the End of the Lifecycle
Session 404
4:40 p.m. - 5:25 p.m. | Theater One
Speakers:
Diana L. Brassard, CA-AM, PhD | External Partnerships | Baxalta US Inc.
Julia Gershkovich | Head of US, R&D Alliance Management | Sanofi
In a time when many biopharmaceutical companies are rethinking their strategies and thus their alliance portfolios, the number of unplanned exits increases. Couple this with a looming new round of loss of exclusivity in marketed drugs and the ability to lead an alliance to a graceful exit must be a core competency of today’s alliance management team. Our panel engages in a lively discussion and Q&A with the audience to highlight key success factors.
Better Health, Brighter Future

There is more that we can do to help improve people’s lives. Driven by passion to realize this goal, Takeda has been providing society with innovative medicines since our foundation in 1781.

Today, we tackle diverse healthcare issues around the world, from prevention to care and cure, but our ambition remains the same: to find new solutions that make a positive difference, and deliver better medicines that help as many people as we can, as soon as we can.

With our breadth of expertise and our collective wisdom and experience, Takeda will always be committed to improving the future of healthcare.
Session Descriptions
Thursday, September 10, 2015
Track 500: Engaging the Enterprise

From the User’s Perspective: An Alliance Management Center of Excellence Success Story
Session 501
1:45 p.m. - 2:30 p.m. | Theater One
Speakers:
Kentaro Hashimoto, PhD | Associate Director, Oncology Drug Discovery Unit, Pharmaceutical Research Division | Takeda Pharmaceutical Company Limited
Gray Hulick, CA-AM | Senior Director, Global Alliance Management | Takeda Pharmaceuticals
Jenny Rohde, CA-AM | Senior Director, Global Alliance Management | Takeda Pharmaceuticals

Centers of Excellence are a common strategy for engaging people outside of the core alliance management team who have alliance responsibility. Do they really work? Are they worth the time and investment? Hear from the users of Takeda’s ASAP Alliance Excellence Award winning Center of Excellence (COE) - the customers of the COE - how they use it and benefit from it. Learn from the COE sponsors what to do and not to do to create a multi-faceted return on investment. If you are contemplating a COE or in the midst of implementing one, this session:

- Exposes you to a new and successful approach to designing and implementing a COE
- Highlights the challenges encountered in developing and implementing the COE - from both the sponsor’s and user’s perspectives
- Prompts the questions you need to consider to successfully implement your Alliance Management Center of Excellence

Enabling Innovation and Value Creation in Sponsor/CRO Collaborations
Session 502
2:35 p.m. - 3:20 p.m. | Theater One
Speakers:
Andrew Eibling, CSAP | Global Vice President, Alliance Management | Covance
Raymond A. Huml, DVM | Executive Director of Strategic Drug Development, Head of Global Biosimilars Strategic Planning | Quintiles Biosimilars Center of Excellence
Louk Pechtold, CA-AM, PhD | Director - Alliance Management Biosimilars, Biosimilars Unit | Merck Serono SA
Jay Turpen | Sr. Director, Clinical Laboratory Operations | Eli Lilly and Company

Moderator:
Douglas Williams | Business Development Consultant | BioDigital

As Sponsor and CRO relationships evolve, many of these strategic partnerships and alliances are having success in bringing forward innovation to the drug development industry. CROs are no longer being used simply as “order-takers” but are expected to leverage their prior experience and expertise to be leaders in innovation, yielding significant benefits for both parties. This session offers two mini-presentations from different Sponsor/CRO alliances, exploring issues of collaboration, shared decision-making and innovation. Attendees will have the chance to join the discussion and debate the role of the alliance manager in enabling what for many is a true culture change.

Making the Link between Alliance Deal and Alliance Life
Session 503
3:50 p.m. - 4:35 p.m. | Theater One
Speakers:
John A. Calvo | Senior Counsel | Bayer HealthCare
Karen Denton, CA-AM | Director, Alliance Management | Bayer HealthCare
Claudia Karnbach | Vice President, Head Business Development & Licensing, Specialty Medicine | Bayer HealthCare

Moderator:
Ben Gomes-Casseres, CSAP | Professor, Author, Consultant | Brandeis University, Alliance Strategy Consulting

How many times have you been assigned to an alliance only to read the contract, scratch your head and wonder, “What were they thinking? This governance structure will never work! If only we were involved in putting the deal together, we could have explained why and helped shaped something better.” In many companies it is a challenge to have alliance management representation during the deal making process. Yet making that link between the alliance deal and alliance life is critical, especially as deals become more complex and competition for quality assets grows fiercer. In this session, managers from business development and alliance management discuss and debate how they work together and the tensions they face in:

- Making better alliance deals that can be managed more effectively
- Translating the logic of the deal to decisions during the life of the alliance that promote the value envisioned at the deal stage
- Developing more consistent policies and practices across business development and alliance management functions
Supply and quality issues can impact the ability of an alliance to conduct trials and ensure a consistent supply of product to patients once commercialized. The biopharma industry is becoming increasingly reliant on outsourcing to CMOs (contract manufacturing organizations), often creating the need for close collaboration to identify potential process and quality risks that could impact supply.

For the manager of a commercial alliance, dependent on an outsourced product, it becomes your responsibility to understand and work with the partner to develop contingencies—and to partner with your manufacturing group. This session shares:

- What commercial alliance managers should be aware of about contract manufacturing risks
- How to work with your manufacturing group to ensure timely notification of any planned or unplanned quality and process issues
- The benefits of turning an outsourced relationship into a true partnership
Passing the Baton: Lessons Learned in Transitioning from One Alliance Manager to Another

Session 601
8:25 a.m. - 9:10 a.m. | Theater One

Speakers:
Lisa Giles | Head of Alliance Management and Project Operations, Corporate Planning and Program Management | Shire
Petra Sansom | Senior Director, Alliance Management | Genzyme, a Sanofi company
Lissa Weldon | Director, Alliance Management, North America Pharmaceutical Operations | Sanofi

Maintaining momentum when there is a change in key personnel on an alliance team is always challenging, which is why a robust onboarding process is an important arrow in the quiver of alliance management. But what about when the alliance manager changes? It happens because of the stage of development of the drug, a shuffling of assignments or just normal turnover. Learn essential steps to prepare for transition - and what to do and not do during your first 30 days of taking over an ongoing alliance.

Non-traditional Partnership Models Spell New Opportunities for Alliance Managers

Session 602
9:15 a.m. - 10:00 a.m. | Theater One

Speakers:
Geoffrey Collett, CA-AM | Director, Alliance and Integration Management | AstraZeneca
Lidia Martín-Pereda | Head, Alliances, Partner Management and Integration | Almirall

The days of traditional co-development/co-promotion partnerships in the biopharma industry are behind us. Alliance managers now find themselves in the middle of acquisitions, divestitures, carve-outs, out-licensing, and an occasional co-development alliance. Savvy alliance managers are actively exploring opportunities to get involved and add value in support of integration activities resulting from acquisitions and divestitures. Gain key insights and lessons learned from the acquisition and licensing of Almirall’s respiratory franchise by AstraZeneca. Presented by the alliance managers on both sides of the deal, participants will learn:

• The importance of working with the negotiators on the transition agreement
• Why it is essential to have a joint transition plan in place prior to the execution of the agreement
• How to engage existing joint teams in the planning and execution

Managing a Major Alliance Restructuring

Session 603
10:30 a.m. - 11:15 a.m. | Theater One

Speakers:
Lena Frank, CSAP | Executive Director, Alliance and Program Management | Eisai
Kimberly Lamb, PhD | Director, Contracts & Strategic Partnerships | Epizyme

In today’s business environment, alliances often undergo fundamental restructuring: assets are returned, responsibilities shift, or another party may be brought into the alliance. When Eisai and Epizyme agreed to transfer further development and commercialization activities from Eisai to Epizyme, our presenters were tasked with managing the transition. Learn from their experiences of what worked well, what did not and what surprised them, including:

• The importance of working with the negotiators on the transition agreement
• Why it is essential to have a joint transition plan in place prior to the execution of the agreement
• How to engage existing joint teams in the planning and execution
Track 700: Strengthening Core Skills

Why Did They Do That? Understanding How Corporate Culture Influences Alliance Behavior

Session 701
8:25 a.m. - 9:10 a.m. | Space 57

Speaker: Anny Bedard, CA-AM | President | ABio Consulting

A company’s culture describes how “work gets done around here.” It guides the norms, behaviors and beliefs of people as they go about their work. Culture influences motivations. If you’ve ever wondered why your partner responded to an action, event or proposal the way they did, this mini-workshop guides you through a case study to examine the impact of culture on behavior in alliance relationships.

Managing the Three-Legged Stool: Science, Compliance and Alliance Session 702
9:15 a.m. - 10:00 a.m. | Space 57

Speaker: Stephanie Loranger, PhD | Director, Project Planning and Execution | Broad Institute

Calling itself a collaborative community pioneering a new model of biomedical science, the Eli and Edythe L. Broad Institute of Harvard and MIT has a philosophy and culture of “act nimbly, work boldly, share openly, reach globally.” In fulfillment of its mission, it - like many other not-for-profit research institutes - partners extensively, including with many biopharmaceutical and other healthcare companies. Along with this culture come certain expectations and thinking about how to partner. This session explains its three-pronged approach to managing industry collaborations and the implications its culture has on its ways of working. It offers a view into one of the most talked about not-for-profit research institutes that includes:

- How it experiences partnering with industry

Are We Negotiating or Collaborating? Increasing Alliance Value through Collaborative Decision Making
Session 703
10:30 a.m. - 11:15 a.m. | Space 57

Speaker: Mike Berglund, CA-AM | Alliance Director | Eli Lilly and Company

Decision making processes in alliances are critically important. If done poorly, they create increased risk to the alliance. Many of us have experienced governance and team meetings that seem to involve more negotiation than actual collaboration, which may be detrimental to the health of the alliance or at least slow down the pace of progress.

Rooted in well-known marketing principles that have been adapted to alliance management, this session will explore the ‘conviction curve’ in which the more deeply an individual is committed to a product or a brand the harder it is to induce change.

A range of tools and case studies will be used to challenge the tried and true practices of governance pre-meetings and other commonly used processes by highlighting alliance behaviors that alliance managers can use to create a more collaborative norm within their alliance.

Closing Plenary Session

Cultivating an Alliance Management Career
Session 801
11:20 a.m. - 12:10 p.m. | Theater One

Speakers: Jeremy Ahouse, CSAP, PhD | Executive Director Business Development, Global Alliances | Celgene
Norma D’Anna | Director, Alliance Management | Merck & Co.
Kristin Mulready, CA-AM | Senior Director, Program and Alliance Management | Mersana Therapeutics

Moderator: Nancy Griffin, CA-AM | VP, Strategic Alliances, Global BD&L - Oncology | Novartis

According to many CEO surveys, the ability to work successfully with external partners is a mandatory skill set in business today. Partnering comes with the territory for alliance management professionals who seek to provide value to their alliances, demonstrate alliance leadership and at the same time navigate their own careers.

Our panelists have held alliance management positions of increasing responsibility at multiple companies. They’ll share their lived experiences and varied perspectives about developing and transferring skills as roles change. Participants are encouraged to join the lively discussion through polling and Q&A. What should you bring to a new job and what should you leave behind?
Jeremy Ahouse, CSAP, PhD
Executive Director
Business Development, Global Alliances
Celgene
Session 801
Cultivating an Alliance Management Career

Jeremy manages research and development alliances across Celgene’s portfolio. He joined Celgene after alliance roles with Novartis, ImmunoGen, Vantage and Millennium. He started working in biotech and pharma in 1999 after completing a PhD in cellular immunology and a post-doc in developmental genetics. He has served ASAP as a board member and chair of the committee that prepares the CSAP and CA-AM certification exams. He has a strong interest in multi-party agreements and in the ways that collaborations enhance scientific creativity.

Candido Arreche, CA-AM
Global Director of Portfolio & Partner Management
Six Sigma Black Belt
Xerox Worldwide Alliances
Session 102
Designing a Partnership that Works: Onboarding Your Partner

Candido is responsible for the strategic interface between Xerox solutions and services and our global alliance partners. His responsibilities include growing and retaining the relationship with a strategic business partner(s) including the beginning ownership of that partnership. He develops effective implementation of consistent processes to identify, validate, plan and launch new business initiatives with the strategic partner that may have multi-regional, global, or national potential for Xerox.

Mr. Arreche has been in the IT field for over 25 years. He has vast experience in many facets of infrastructure technologies such as document management, networking, telecommunications, application development, and server architecture. Mr. Arreche has spent the last seven years as a Global Director for Worldwide Alliances responsible for partner on-boarding, portfolio management and MPS training. Prior to Worldwide Alliances, Mr. Arreche has held various assignments including new branch start-ups, solution development and launches.

Previous to Xerox, Mr. Arreche owned a successful computer and networking consulting business for over 10 years. Mr. Arreche was also part owner of one of the largest privately held Internet Service Providers in the Orlando, Florida area before going public. As recently as six years ago, Mr. Arreche also consulted a start-up company on tablet technologies for restaurants and digital advertising. Called the myPAD, the tablet was the predecessor to the iPad and was featured in the Orlando Business Journal.

He is a certified Lean Six Sigma Black Belt. He has a bachelor degree in Business and Technology and is working on his MBA at Rollins College. He also holds a CA-AM (certified alliance manager) certification from the Association of Strategic Alliance Professionals.

Anny Bedard, CA-AM
President
ABio Consulting
Session 701
Why Did They Do That? Understanding How Corporate Culture Influences Alliance Behavior

Anny is the President of ABio Consulting, a healthcare consulting firm focused on accelerating biopharmaceutical companies’ growth by providing strategic expertise in orphan drug commercialization, international business expansion and in building high performing strategic alliances.

Prior to founding ABio Consulting, Anny was Vice President and General Manager of Asia Pacific for Shire where she championed the expansion of the company’s Rare Disease franchise in this region. She is also credited with the leadership in building Shire’s Rare Disease business in Latin America, mainly in Brazil and Mexico.

Prior to Shire, she led the US marketing efforts for Serono’s Reproductive Health franchise where she successfully launched three products. Anny’s 24+ years of global experience in the biopharmaceutical industry includes expertise in international business expansion, regional and country management, alliance management, global marketing, training and sales.

Mike Berglund, CA-AM
Alliance Director
Eli Lilly and Company
Session 703
Are We Negotiating or Collaborating? Increasing Alliance Value through Collaborative Decision Making

Mike is a Director of Alliance Management for Eli Lilly and Company. He has been with Lilly for 13 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.

Diana L. Brassard, CA-AM, PhD
External Partnerships
Baxalta US Inc.
Session 404
The Graceful Exit: Preserving Value and Relationship at the End of the Lifecycle

In her role within Baxalta Clinical Development, Diana supports the Baxalta-Quintiles Mozart Partnership. Her role establishes, develops and facilitates effective communication, project management and decision-making between Baxalta and Quintiles, among many responsibilities.

Prior to founding ABio Consulting, Anny was Vice President and General Manager of Asia Pacific for Shire where she championed the expansion of the company’s Rare Disease franchise in this region. She is also credited with the leadership in building Shire’s Rare Disease business in Latin America, mainly in Brazil and Mexico.

Prior to Shire, she led the US marketing efforts for Serono’s Reproductive Health franchise where she successfully launched three products. Anny’s 24+ years of global experience in the biopharmaceutical industry includes expertise in international business expansion, regional and country management, alliance management, global marketing, training and sales.

Diana helped launch myPAD, the tablet was the predecessor to the iPad and was featured in the Orlando Business Journal.

She has a PhD in Biochemistry, Molecular Biology, and Cell Biology from Northwestern University and a BA in Biochemistry from Mount Holyoke College.
John Calvo
Senior Counsel
Bayer Healthcare
Session 503
Making the Link between Alliance Deal and Alliance Life
John A. Calvo is Senior Counsel in Bayer Healthcare’s Law & Patents Department and supports Bayer's global Specialty Medicine business which includes the Hematology, Neurology, Oncology and Ophthalmology franchises. He is a member of the Specialty Medicine Leadership Team. John works closely with Bayer’s Global Business Development and Licensing function on major transactions and with Alliance Management supporting them as ongoing strategic alliances. Prior to joining Bayer in 2002, John was an associate with two major US law firms where he represented pharmaceutical, biotech and technology companies in a variety of transactions. John earned his undergraduate degree in economics (1991) and his law degree (1995) from New York University.

Christine Carberry, CSAP
Senior Vice President, Quality, Technical Operations, Program and Alliance Management
FORUM Pharmaceuticals
Session 401
Blockbuster Product, Fragile Alliance: Leading the Drive for Change
Christine Carberry is a biopharmaceutical executive with extensive experience across all phases of global drug development. Since joining FORUM in 2012, Christine’s leadership role has expanded to include the Quality function, where she holds responsibility for the company’s GMP, GCP, GLP, audit, and quality systems. Christine also directs FORUM’s Technical Operations covering process development, analytical development, formulation development, and supply chain. In her Program & Alliance Management role, she focuses on the cross-functional integration of drug development and strategic alliances, including FORUM’s collaboration in Japan. Prior to FORUM, Christine was at Biogen Idec for over 25 years. She held positions of increasing responsibility as the company advanced from a biotechnology pioneer to an internationally recognized Fortune 500 company. As VP Program & Alliance Management, she led global co-development/co-commercialization alliances, strategic planning, R&D operations and program management. Christine began her healthcare career at Biogen in technical operations positions including process development, manufacturing, technical training, and supply chain. She also led the start-up of Biogen’s first European manufacturing facility. Christine is a Certified Strategic Alliance Professional (CSAP). She holds an M.S. in innovation and technology management from Boston University, Certificates in Management and Biotechnology Strategy from Harvard University, and a B.S. in biochemistry from the University of New Hampshire.

Mark Cofflin, CSAP
Senior Director, Alliance Management, Global Business Development & Licensing, BioScience
Baxalta US Inc.
Session 404
The Graceful Exit: Preserving Value and Relationships at the End of the Lifecycle
Mark Cofflin, CSAP joined Baxalta as Senior Director, Alliance Management specializing in Oncology and is responsible for building the Baxalta organization capability as a world-class leader in partnering, alliance management, and alliance execution. Baxalta is setting a new standard in how we work together with companies and with partners. We are prioritizing an external innovation model with the goal of becoming a preferred strategic “partner of choice”. We respect our partner’s science and cultural differences to jointly develop and bring patient-centered solutions. We are applying best practices, but also taking a fresh approach to develop a world-class alliance management function that will enhance our partnerships across our therapeutic areas of Hemophilia & Blood Disorders, Oncology and Immunology. Prior to joining Baxalta, Mark developed and led key corporate alliance initiatives and managed high priority alliances in Research, Development & Commercialization at Novartis. Mark has a B.Sc. (Biology), B. Comm (Business) and MBA (Marketing) from University of Alberta.

Karen Denton, CA-AM
Director, Alliance Management
Bayer Healthcare
Session 503
Making the Link between Alliance Deal and Alliance Life
Karen Denton is based in Whippany, New Jersey and is responsible for a number of Bayer’s global strategic alliances including Onyx, Orion, and Oncomed. Karen has been in the pharma industry over 25 years, original from UK she has held positions in sales, sales management, and global marketing. Karen joined Bayer in 2001 as a Director for Global Marketing before joining the business development team in 2007. Karen has a BSc in Biology and a Masters in Marketing.

Geoff Collett, CA-AM
Director, Alliance and Integration Management
AstraZeneca
Session 602
Non-traditional Partnership Models Spell New Opportunities for Alliance Managers
Geoff has 25 years of broad industry experience which includes senior management and leadership positions in large pharmaceutical, biotech and life sciences venture capital companies. Since joining AstraZeneca in 2003 he has worked in Canada, Belgium and the UK in both commercial and regional Business Development roles. Geoff is currently Director, Global Alliances and Integration and is a member of the global PMO leading the integration of businesses recently acquired from BMS, Almirall and Actavis as well as various product global product divestment projects.

Norma D’Anna
Director, Alliance Management
Merck & Co.
Session 801
Cultivating an Alliance Management Career
Norma has over 20 years of experience in the pharmaceutical and biotech industries where she managed external collaborations and partnerships for commercial and development alliances. She is an experienced program manager who served as a global team leader working with cross functional drug development teams to plan and execute projects from IND through NDA submission and product launch. Norma holds an MBA, is a Certified Project Management Professional (PMP) and is a Certified Public Accountant (CPA).
Andy Eibling, CSAP
Global Vice President,
Alliance Management
Covance
Session 502
Enabling Innovation and Value Creation in Sponsor/CRO Collaborations

Andy Eibling is currently Global 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.

Lena Frank, CSAP
Executive Director,
Alliance and Program Management
Eisai
Session 603
Managing a Major Alliance Restructuring

Lena Frank is the Executive Director of Alliance and Program Management in Eisai’s Oncology Product Creation Unit. Before joining Eisai in 2014, Lena held positions of increasing responsibility with Acorda Therapeutics, Alpharma and Rhone-Poulec. 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 Certified Strategic Alliance Professional, Lena also holds Project Management Professional and New Product Development Professional certifications.

Heather Fraser
Global Life Sciences & Healthcare Lead
IBM Institute for Business Value
Session 301
ASAP Quick Takes: Leadership for the Healthcare Ecosystem

Session 302 Redefining Partnering in the Healthcare and Life Sciences Ecosystem
Heather Fraser is a registered pharmacist with 30 years’ experience in the life sciences and healthcare sectors holding positions across industry, consultancy and community pharmacy. Currently global lead for life sciences and healthcare in the IBM Institute for Business Value (the business think tank of IBM) developing thought leadership on industry business issues across the healthcare ecosystem including the future of the industries, ecosystems & partnering, innovation. She has also developed a series of viewpoints based on interviews with the life sciences and healthcare CSuite.

Paul Gauthier
Director- Due Diligence, Integration, Strategic Projects
Shire
Session 504
The Manufacturing Alliance: The Link Between Your Commercialization Partner and Your CMO

Paul Gauthier has been in the biotech/pharma industry for over 15 years, holding various roles within quality, operations, and supply strategy. Paul currently serves as Director - Due Diligence, Integration, and Alliance Management within Technical Operations at Shire. With a diverse background in the creation and implementation of business processes that includes: make-vs-buy analysis, vendor selection, and strategic alliance partner management; Paul strives for value creation. Paul’s technical operations background includes extensive experience in technology transfer, process validation, commercial readiness, manufacturing & supply strategy, CTD authoring, risk management planning, quality operations, quality systems development, auditing, and management of global regulatory inspections.

Julia Gershkovich
Head of US, R&D Alliance Management
Sanofi
Session 404
The Graceful Exit: Preserving Value and Relationship at the End of the Lifecycle

Julia is leading the US R&D Alliance Management department within Sanofi responsible for R&D portfolio of strategic alliances. Prior to joining Sanofi in 2012, Julia has been with Genzyme since 1992 holding a variety positions in R&D, Business Development, Alliance Management and General Management. From 2005 to 2012 she managed a highly profitable Genzyme Biosurgery Alliance business with key partners: Alcon, J&J, Allergan, and Davol. Julia received an M.S. in chemical engineering from Chemical Technological University of Russia and did a doctorate study in polymer chemistry at GIPi LPC / Institute of Physical Chemistry, Academy of Sciences.

Lisa Giles
Head of Alliance Management and Project Operations, Corporate Planning and Program Management
Shire
Session 601
Passing the Baton: Lessons Learned in Transitioning from One Alliance Manager to Another

Ben Gomes-Casseres, CSAP
Professor, Author, Consultant
Brandeis University, Alliance Strategy Consulting
Session 101
CA-AM Certification Exam Prep Workshop

Ben is currently a full professor at Brandeis University in Boston, where he directs the MBA Program and a center on global entrepreneurship. Before that, he was a professor at the Harvard Business School, and
before that, an economist at the World Bank. He holds academic degrees from Brandeis, Princeton, and Harvard. He was born and raised in Curacao, a Dutch island in the Caribbean.

Nancy Griffin, CA-AM
VP, Strategic Alliances, Global BD&L – Oncology
Novartis
Session 801
Cultivating an Alliance Management Career

Nancy Griffin is the VP, Strategic Alliances for Novartis Oncology. Along with the OBU AM team, she is responsible for the management of alliances across the Oncology Portfolio within Novartis. Nancy has more than 20 years of international experience in the pharmaceutical sector including business development, clinical research and program management. Nancy has worked both in the US and Canada, and in positions of local, regional and global responsibility. Nancy holds a Nursing Degree from the University of Toronto and an MBA from Quinnipiac University.

Kentaro Hashimoto, PhD
Associate Director, Oncology Drug Discovery Unit, Pharmaceutical Research Division
Takeda Pharmaceutical Company Limited

Session 501
From the User’s Perspective: An Alliance Management Center of Excellence Success Story

Ken started his career as a medicinal chemist in Takeda and worked for multiple drug discovery projects including oncology research. He moved to the Research Alliance Group 4 years ago to manage external alliance activity at Shonan Research Center in Japan. Ken is currently Associate Director of Oncology Drug Discovery Unit and his role covers scouting, contract transaction, and alliance management. He has been a core member of Takeda’s Global Alliance Center of Excellence for 2 years. As a core team member he contributed to develop the AM toolkit which was optimized to be used by alliance managers and scientists who work in Takeda’s global research community.

Gray Hulick, CA-AM
Senior Director, Global Alliance Management
Takeda Pharmaceuticals
Session 501
From the User’s Perspective: An Alliance Management Center of Excellence Success Story

Gray Hulick is Senior Director, Global Alliance Management for Takeda Pharmaceuticals. In this role, Gray is co-lead for Takeda’s Global Alliance Center of Excellence in addition to overseeing key development- and commercial-stage partnerships for Takeda. Prior to joining Takeda, Gray held various roles in the pharmaceutical and biotechnology industries. Most recently, Gray was a Director of Business Development for Vertex Pharmaceuticals, where she had responsibility for licensing activities in the anti-infective and anti-inflammatory therapeutic areas. Before Vertex, Gray was an Associate Director in Genzyme’s Cardiovascular Business Unit with responsibility for its cardiac cell therapy programs. Gray began her healthcare career as the third employee of IRX Therapeutics, a development stage biotechnology company focused on immunotherapeutics for cancer and viral diseases. Gray received her B.A. from Yale University and holds an M.B.A. from the Harvard Business School.

Raymond Huml, DVM
Executive Director of Strategic Drug Development, Head of Global Biosimilars Strategic Planning
Quintiles Biosimilars Center of Excellence

Session 502
Enabling Innovation and Value Creation in Sponsor/CRO Collaborations

Raymond A. Huml, MS, DVM, RAC is Executive Director of Strategic Drug Development and Head of Global Biosimilars Strategic Planning for Quintiles Biosimilars Center of Excellence. Dr. Huml has over 25 years of experience in the clinical and biopharmaceutical industries.

Dr. Huml has authored and co-authored numerous scientific publications, and has published over fifty articles and two books on a variety of topics including biosimilars and due diligence. Dr. Huml holds an MS in Biology from East Stroudsburg University and his DVM from North Carolina State University’s College of Veterinary Medicine, and has earned the RAC (US) Certification.

Jeff Hurley, CA-AM
Alliance Management Director
Eli Lilly & Company
Session 103
Alliance Management Workshop: Tools and Techniques

A long-time member of Lilly’s alliance management group, Jeff is responsible for delivering value for several commercial alliances, including partnerships with Sanofi, GSK, Kowa Company Ltd., United Therapeutics, and Janssen Biotech. Jeff is also responsible for the operational infrastructure in Lilly’s Office of Alliance Management. Prior to his role in alliance management, Jeff held several leadership roles in operations, sales, marketing, disease management, and new product planning. Jeff earned a bachelor’s degree in Government from Dartmouth College, and an MBA from the University of Michigan.

Lenore Jackson-Pope, BSN, MSM, CCRP
Manager Medical and Research Education Alzheimer’s Association®, Massachusetts/New Hampshire Chapter

Session 301
ASAP Quick Takes: Leadership for the Healthcare Ecosystem
Session 306
Supporting Patients and Families at the Center of the Ecosystem

A patient advocate for over 30 years working as a registered nurse in acute and long term care and in research settings at both academic sites and site management organizations. She has been supporting clinical trial work in multiple ways as a research coordinator, nurse, educator, monitor, manager, and director. Lenore was lucky enough to work on the first protease treatment combination trial that led to successful treatment for HIV/AIDS and looks forward to the approval of successful treatment strategies for people living with Alzheimer’s disease. Lenore is the founding member of the Boston, Society of Clinical Research Professionals Chapter and is on their national board of directors. Her passion is helping to empower patients to learn more about the opportunities for research participation.
Renee Jansen, CA-AM  
Principal  
Vantage Partners  
Session 403  
High Risk, High Stakes Negotiations  

Renee Jansen is a principal at Vantage Partners, where she works with organizations to more effectively negotiate with, and manage relationships with, strategic business partners. A member of the firm’s Alliances Practice, Renee’s primary focus has been working with life sciences companies on a range of relationship management issues. Renee’s experience also includes designing and delivering customized training on collaboration, conflict management, and negotiation skills. Prior to joining Vantage, Renee received her J.D. from the University of California at Berkeley and practiced law as a litigator with Pillsbury Winthrop Shaw Pittman LLP.

Claudia Karnbach  
Vice President, Head Business Development & Licensing  
Specialty Medicine  
Bayer Healthcare  
Session 503  
Making the Link between Alliance Deal and Alliance Life  

Claudia Karnbach is Vice President of Head Business Development & Licensing at Bayer. Claudia and her team have a track record of closing deals that transform drug candidates to blockbuster medicines. Claudia has spent over 20 years of her career working for some of the world’s most respected pharmaceutical companies. Claudia earned a degree in Chemistry from the University of Connecticut and a MBA in International Business from Nova Southeastern University. Claudia has been involved in the development of several successful drugs that have made a positive impact on the world.

Kimberly Lamb, PhD  
Director, Contracts & Strategic Partnerships  
Epizyme  
Session 603  
Managing a Major Alliance Restructuring  

Kim recently formalized her alliance management role, as Director of Contracts & Strategic Partnerships at Epizyme Inc., after establishing and managing the company’s contracting capabilities. Kim now also manages Epizyme’s Celgene, GSK and Roche collaborations and coordinated the reacquisition of the EZH2 program from Eisai. Prior to joining Epizyme, she negotiated oncology research collaborations for Merck & Co. Kim’s professional experience includes business negotiations, academic technology transfer, consulting, and product R&D. Kim earned a Ph.D. in molecular biology from The University of Nebraska Medical Center. She obtained CLP certification through the Licensing Executive Society and recently became an ASAP member.

Stephanie Loranger, PhD  
Director, Project Planning and Execution  
Broad Institute  
Session 702  
Managing the Three-Legged Stool: Science, Compliance and Alliance  

Stephanie Loranger, PhD is the Director of Project Planning and Execution at the Broad Institute of Harvard and MIT where she oversees large, complex projects that the Broad undertakes with corporate, philanthropic and academic partners. Stephanie joined the Broad Institute after more than a decade working in science policy and program management positions in Washington, DC and Boston. Stephanie most recently served as the Associate Director of the Autism Consortium at Harvard Medical School. Over her seven years with the Consortium, she developed and executed complex multi-institutional, multidisciplinary projects as well as, managed overall operations of the organization.

Before her time at the Autism Consortium, Stephanie was in Washington, DC working to integrate biosafety and biosecurity awareness into graduate and undergraduate education on a global scale at the Nuclear Threat Initiative and the Federation of American Scientists. Stephanie was also an assistant professor at Edmund A. Walsh School of Foreign Service at Georgetown University.

Stephanie received her PhD in Molecular Cell Biology from Washington University in St. Louis and a BS in Biology from Boston College.

Lidia Martin-Pereda  
Head, Alliances, Partner Management and Integration  
Almirall  
Session 602  
Non-traditional Partnership Models Spell New Opportunities for Alliance Managers  

Lidia Martín-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.

Kristin Mulready, CA-AM  
Senior Director, Program and Alliance Management  
Mersana Therapeutics  
Session 801  
Cultivating an Alliance Management Career  

Kristin’s early career was in research in positions of increasing responsibility at ImmunoGen. Ten years ago she transitioned into Alliance Management and in her time there she was lead for ImmunoGen’s collaborations with Sanofi, Novartis, Bayer, and Biogen. The partnerships represented both single- and multi-product scopes and of varying complexity. More recently she was Director of Program Management where she oversaw the development of 3 internal programs. In June and after almost 19 years with ImmunoGen, Kristin joined Mersana Therapeutics as Senior Director, Program and Alliance Management where she now heads an integrated function.

Niven Narain  
Co-founder, President and Chief Technology Officer  
Berg Health  
Session 201  
Taking on a Silent Killer through Partnership and Big Data  

Niven R. Narain is Co-Founder, President & CTO of Berg, a Boston-based biopharma company housing fully integrated discovery, clinical, analytics, and diagnostics divisions. Narain is keenly focused on making the healthcare industry more efficient by employing the flagship Interrogative Biology™ platform he created which leverages leading-edge biological and clinical insight from patients. The platform merges biology with technology to truly represent a true Precision Medicine approach to understating patient populations with use of artificial intelligence to derive actionable drug targets, biomarkers, and health analytic information. Niven has overseen the development of a robust pipeline at Berg led by BPM 31510, an anticancer technology he discovered that targets the cancer metabolism being developed for solid tumors and skin cancer. In addition to multiple pre-IND assets in diabetes and CNS diseases, Narain collaborated with the US Department of Defense to develop novel biomarkers for the diagnoses and prognosis of prostate cancer currently in CLIA-based clinical trials for product launch. He is inventor of the Interrogative Biology™
platform that has produced and guided clinical development of lead molecules in cancer and diabetes. His technologies and scientific expertise is the subject of key collaborations within the US Department of Defense, NASA, Walter Reed National Military Medical Center, NIH/NCI, in addition to leading academic medical centers such as Harvard Medical School, MD Anderson Cancer Center, Weill Cornell Medical College, among others. Narain has over 400 issued and pending US and international patents, covering novel biological platform technologies and multiple disease indications. Narain was previously Director of Cutaneous Oncology & Therapeutics Research at the Miller School of Medicine and serves as Sr. Biopharma Advisor to Ocean Tomo in Chicago and serves on the Steering Committee for NASA on the Gene Lab/Mars Initiative. His work in cancer and health analytics has been featured in Forbes, Fortune, the Harvard Business Review, CNBC, Fox Business, Bloomberg, and RE/Code. He has been an invited speaker at Aspen Ideas Festival, in addition to major healthcare conferences such as Bloomberg, The Economist, Financial Times, and the WIPO in Geneva. A graduate of St. John’s University, NY in Biochemistry/ Philosophy, Narain received his PhD training in cancer biology and clinical dermatology research at the Miller School of Medicine. Niven is a recipient of St. John’s University’s Charles LaCaille Prize, the Sylvester Cancer Center Charles Gordon Zubrod Prize, and an NIH/NIDDK Award of Excellence and honored by the Boston Business Journal 40 under 40 as one of the top leaders (2014). He is most passionate in improving patient care and enabling increased access to the most innovative technologies in an effort to improve the healthcare ecosystem.

Louk Pechtold, CA-AM, PhD
Director - Alliance Management
Biosimilars, Biosimilars Unit
Merck Serono SA
Session 502
Enabling Innovation

and Value Creation in Sponsor/CRO Collaborations
Dr. Louk Pechtold is Director Alliance Management for Merck Serono Biosimilars. He has more than 20 years’ of experience in life science industry (pharma, biotech, OTC, devices) in various functions (licensing, M&A, marketing, research, clinical operations).

Previously at Roche/Genentech, Louk had been heading all global clinical outsourcing alliances (CROs, clinical service providers) and in an earlier position in-licensed and managed global alliances on drug discovery, human stem cell therapeutics and (biological) drug formulation. Louk has closed more 20 collaborations and lead more than 15 alliances. He holds a PhD in Pharmacology from Leiden University and an MBA from the Rotterdam School of Management.

Praveen Prasanna
Associate Director Shire
Session 504
The Manufacturing Alliance: The Link Between Your Commercialization Partner and Your CMO

Praveen Prasanna is currently the principal engineer responsible for Firazyr within Global Pharmaceutical Technology’s Drug Product group. Praveen’s accomplishments include leading a team through the design, development, transfer, and qualification of aseptic drug product manufacturing processes, resulting in approved global commercial applications. Praveen is active in the development of methodologies to implement QbD, refining best practices in drug product manufacturing process development and transfer, and robust process performance qualification strategy development. Praveen was a lead author of PDA Technical Report No. 60 (TR 60) Process Validation: A Lifecycle Approach.

Jenny Rohde, CA-AM
Senior Director, Global Alliance Management
Takeda Pharmaceuticals
Session 501
From the User’s Perspective: An Alliance Management Center of Excellence Success Story

Jenny has more than 20 years of experience in the pharmaceutical industry and is currently Senior Director of Global Alliance Management at Takeda Pharmaceuticals. She manages key collaborations for Takeda and has launched and managed several alliances through all stages of the alliance life cycle. Jenny also co-leads Takeda’s Global Alliance Center of Excellence. Prior to joining Takeda, Jenny spent 17 years at TAP Pharmaceuticals and held various positions in Regulatory Affairs, Project Management, R&D Operations and Alliance Management. While at TAP, she established an Alliance Management function and worked to develop and implement an AM framework for the organization.

Jean Rumsfield, CA-AM
Director, Global Alliance Management
Astellas Pharma, Inc.
Session 402
The Authorized Generic: Allying to Extend Value

Jean has been managing co-development, co-commercialization alliances at Astellas for over 3 years including the launch of the collaboration for an authorized generic with Perrigo. Jean was also director of business development for 12 years at Astellas in-licensing assets in dermatology, and oncology. Prior to Astellas, Jean was Vice President of Marketing and Business Development at pharmaceutical company: GenDerm Corporation. Dr. Rumsfield received her BS in pharmacy and Pharm. D. degrees from the University of Illinois where she held a teaching and research appointment prior to joining the pharmaceutical industry.

Petra Sansom
Senior Director, Alliance Management
Genzyme, a Sanofi company
Session 601
Passing the Baton: Lessons Learned in Transitioning from One Alliance Manager to Another

Petra Sansom is Genzyme Head of Alliance Management and a member of the Sanofi Alliance Management Group. She is responsible for alliance management for the Genzyme division collaborations including the Genzyme-Alnylam rare genetic disease alliance. She has over 10 years of experience managing alliances and leading transactional and strategic initiatives. Previously, she was a Global Alliance Director at Hoffmann-La Roche where she was responsible for alliance management of global research, development, and commercial alliances in several therapeutic areas. She has a JD from Fordham Law School in New York City and a Ph.D. in Organic Chemistry from the University of Texas at Austin.
Vipula Tailor
Vice President of Business Development and Alliance Management
Berg Biosystems
Session 201
Taking on a Silent Killer through Partnership and Big Data

Vipula Tailor is Vice President of Business Development and Alliance Management at Berg. In this role, Vipula works to advance Berg’s involvement with scientific, financial, and commercial partners to speed the discovery and development of better treatments and cures by leveraging Berg’s Interrogative Biology™ discovery platform. Ms. Tailor comes to the organization with extensive experience in business development and alliance management. She is highly skilled in identifying partnering opportunities to enhance internal portfolios, in-licensing, out-licensing, and M&A. She brings an exceptional skill set, and the desired capabilities needed to lead Berg in our effort to create strategic partnerships and innovative funding structures and collaborations.

Most recently, Ms Tailor was at Jubilant Life Sciences, where she was Vice President of Business Development for North America and Europe. In this capacity, she was responsible for developing strategic partnerships with pharmaceutical and biotechnology companies for drug discovery and development, and led the assessment of novel technologies platforms and business models to deliver business results. She held business development and alliance management leadership positions at Pfizer (Wyeth Pharmaceuticals), GlaxoSmithKline (GSK), and Vertex Pharmaceuticals, among others.

Ms Tailor holds an MBA in Marketing & Healthcare, and a MS from University of London, UK in Medical Immunology, and a bachelor's degree in Biological sciences with distinction in Microbiology. Her early academic research was focused on microorganisms from Antarctica and inflammatory diseases such as RA and corneal ulcers, and then as a Research Bursar at Imperial Cancer Research Fund, UK, she studied apoptotic signaling of c-myc oncogenes. She then moved into pharmaceutical industry supporting Alzheimer's drug discovery program at Merck Sharp & Dohme, UK. She led commercialization and business development efforts at Johnson & Johnson GmbH and Kimberly-Clark Healthcare.

Ms Tailor has successfully led divestitures of manufacturing facilities and acquisition of medical devices companies. She holds two patents and has over 15 publications in international peer reviewed scientific journals, and has presented at several scientific forums and business conferences globally. She is a member of the Licensing Executives Society (LES), Association of Strategic Alliance Professional (ASAP), and Network Leadership & Mentoring, among others. In addition to her leadership roles in the pharmaceutical industry, she is a co-founder of Healing Hands of Joy (HHJO), a nonprofit organization devoted to help women with fistula in Ethiopia and has supported international relief efforts in Tsunami and raised $250,000.

David S. Thompson, CA-AM
Chief Alliance Officer
Eli Lilly and Company
Session 103
Alliance Management Workshop: Tools and Techniques

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.

Jay Turpen
Sr. Director, Clinical Laboratory Operations
Eli Lilly and Company
Session 502
Enabling Innovation and Value Creation in Sponsor/CRO Collaborations

Jay is the Senior Director of Clinical Laboratory Operations (CLO) at Eli Lilly & Company and manages all Clinical Laboratory and Diagnostics services in support of all Clinical Trials for the Lilly R&D portfolio. The CLO organization provides Laboratory Expertise, Operational Coordination, Contract Management, Vendor Relationship Management and Data Results Management for Clinical Trials.

During Jay’s 26 years at Lilly he has served in multiple clinical development leadership roles including Clinical Project Management Leader for Asia Pacific in Shanghai, China, and Director of Strategic Clinical Sourcing. Additionally Jay has served on multiple clinical development programs as Clinical Project Management Leader for molecules to treat Cardiovascular Disease, Diabetes & Diabetes Complications, and Osteoporosis.

Steve Twait, CSAP
VP, Alliance and Integration Management
AstraZeneca
Session 103
Alliance Management Workshop: Tools and Techniques

Steve has responsibility to continue to shape AstraZeneca’s alliance and integration strategy and capabilities in line with more diverse and varied externalisation deals.

Steve recently joined AZ from Lilly’s Alliance Management and M&A Integration group with responsibility for acquisition integration as well as alliance management for development, commercial and manufacturing alliances. Steve was a founding member of Lilly’s Office of Alliance Management and over 14 years played an integral role in worldwide partnerships with BMS, BI and Daiichi Sankyo. Steve’s experience also includes the post-acquisition integration of ImClone Systems, Alnara Pharmaceuticals, and Avid Radiopharmaceuticals.

Steve holds an MBA, Marketing from Indiana University - Kelley School of Business and a BSEE, Electrical Engineering from Valparaiso University.

Jan Twombly, CSAP
President
The Rhythm of Business
Session 401
Blockbuster Product, Fragile Alliance: Leading the Drive for Change

Jan Twombly, CSAP is president of The Rhythm of Business, Inc., a consulting and research firm that provides comprehensive alliance and collaboration management and education services. In this role she has engaged with global, cross industry and cross sector collaborations, often in scientific and technically intensive industries, such as life sciences, energy and information technology. Consulting engagements include designing and implementing an alliance management capability, evaluating individual alliances and the alliance portfolio, intervening in troubled situations and working with good collaborations to become great collaborations.
She partners with management to build learning programs designed to help people work effectively in alliances and collaborative networks.

**Cindy Warren**
Vice President, Alliance Management, Janssen Pharmaceutical Companies of Johnson & Johnson
Session 301
ASAP Quick Takes: Leadership for the Healthcare Ecosystem

With over 21 years of broad industry experience, Lucinda began her Pharma career in Canada as a Sales Representative. Lucinda joined the Johnson & Johnson Family of Companies in 1999 and has held various USA and Global roles of increasing responsibilities, including Sales & Marketing, New Product Development, Business Development and Alliance Management. Lucinda has been responsibility for the leadership and oversight of some of Janssen’s largest global commercial alliances in addition to leading the global integration of Johnson & Johnson’s single largest asset, Remicade®, back into the organization in 2011. Prior to joining the Janssen Business Development team as Vice President, Alliance Management, responsible for leading the Pharmaceutical portfolio of collaborations, Lucinda resided in Australia as the head of Janssen-Cilag’s growing Immunology business.

**Lissa Weldon**
Director, Alliance Management, North America Pharmaceutical Operations, Sanofi
Session 601
Passing the Baton: Lessons Learned in Transitioning from One Alliance Manager to Another

Lissa Weldon is Director, Alliance Management, North America Pharmaceutical Operations. Lissa is responsible for managing Sanofi’s North America-specific commercial pharmaceutical alliances, and actively supports global partnerships with a significant North America presence. She is a primary contact with 5 unique US and global alliance partners responsible for generating internal alignment within Sanofi and with the partner regarding overall alliance strategy and direction; ensuring rapid decision making regarding the execution of agreed upon strategies and action plans; monitoring contract compliance with Legal and Business Development to ensure the implementation of contractual provisions including financials, rights and obligations; and ensuring effectiveness of the governance model. In executing her role, Lissa works closely with NA and Global Leadership and Sanofi’s Global Alliance Management Network. Previous to Alliance Management, Lissa served as Chief of Staff to the North America Pharmaceuticals President and as Director of North America Pharmaceuticals Communications. Prior to joining Sanofi in 2009, she worked in Communications at Wyeth in Madison, NJ. Lissa began her career with the US State Department, where she served as a Foreign Service Officer in Washington, D.C., Ho Chi Minh City, Vietnam, and Gaborone, Botswana. Lissa graduated from Colorado College with a degree in International Affairs.

**Colter VanStedum**
Senior Director, Rx Business Development and General Manager, Alliances, Perrigo Company Plc
Session 402
The Authorized Generic: Allying to Extend Value

Colter is the Sr. Director of Rx Business Development and General Manager, Alliances at Perrigo. In this role, he is responsible for pipeline management in Perrigo’s Pharmaceuticals business and for building and maintaining relationships with finished dosage suppliers. Colter received his Bachelor of Science in Business Administration from Central Michigan University with a double major in Supply Chain Management and Marketing and a Master’s of Business Administration from Grand Valley State University.

**Doug Williams**
Business Development Consultant, BioDigital
Session 502
Enabling Innovation and Value Creation in Sponsor/CRO Collaborations

MBA is currently a Business Development and Licensing Consultant for BioDigital Inc. Doug has over 18 years of experience spanning large multinational pharmaceutical companies through medium sized specialty pharmaceutical companies up to, and including start-up biotechnology. Doug has experience ranging from commercial sales and marketing leadership, to Alliance Management and Business Development expertise. He has held various positions of increasing responsibility and was most recently Vice President, Alliance Management at Kadmon Pharmaceuticals, LLC. Doug’s transaction sheet includes more than a dozen deals including clinical supply agreements, international license and distribution transactions, co-promotion agreements, and private label commercial supply agreements. Doug has been a panelist at LESI in Brussels, Belgium on “Smart Alliance Management” in April of 2015. Doug presented and was a panelist at the Strategic Alliance Congress in Philadelphia in May of 2015 discussing the relationship dynamics between start-ups and big pharma, and the difference between program and alliance management. Doug has an MBA from New York Institute of Technology’s Ellis College.
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