LIFE SCIENCE LICENSING PARTNERSHIPS & ALLIANCE MANAGEMENT

Maximizing Strategic Partnerships through Licensing and Merger & Acquisition Activity in the Pharmaceutical and Biotech Spaces by Exploring Creative Deal Structures, Overcoming Funding Restraints and Capitalizing on Key National and Global External Opportunities

DISTINGUISHED PRESENTERS INCLUDE:

Gwen Melincoff  
Senior Vice President, Strategic Investment Group and Business Development  
SHIRE

Haichen Yang, M.D., M.A.  
Senior Director, Clinical Development  
EISAI

Steven C. Kuehmerle, PhD  
Head, Venture Investments  
ABBOTT BIOTECH VENTURES, INC.

John Fesko  
Director of Business Development, ROCHE MOLECULAR SYSTEMS

Simeon J. George, MD  
Partner  
SR ONE

Monica Viziano  
Senior Director, Alliance Management, Corporate Development  
GILEAD SCIENCES

Juergen Lasowski, Ph.D.  
Executive Vice President, Corporate Development and Strategy  
ONYX PHARMACEUTICALS

Glen Sato  
Partner  
COOLEY LLP

Christopher C. LeMasters  
Chief Business Officer  
TRAGARA PHARMACEUTICALS

David Yeary  
Vice President  
MERRILL DATASITE – LIFE SCIENCES

Gregory S. Naeye, Ph.D.  
Head, Strategic Research Partnerships, External R&D Innovation, Worldwide Research & Development  
PFIZER

Simon Bateman  
Executive Director, BD&L, Alliance Management  
NOVARTIS

Mark Coffin  
Executive Director, BD&L, Alliance Management  
NOVARTIS

Tuhin Sinha  
Associate Director, Strategic Development, Office of Innovation, Technology & Alliances  
UCSF

Brian Daly  
Executive Director & Head of Global Human Health Alliance Management  
MERCK

John S. Zawad, Ph.D.  
VP Business Development  
IMMUNOMEDICS, INC.

Juan M. E. Harrison  
Vice President, Business Innovation, New Frontier Sciences  
TAKEDA PHARMACEUTICALS INTERNATIONAL

Margi McLoughlin, PhD  
Senior Director, R&D Business Development  
PFIZER

James Reddoch, PhD  
Executive Vice President, Head of Research  
ROYALTY PHARMA

Christoph Pittius, Ph.D.  
Vice President Strategic Partnering & Business Development  
ASTRAZENECA

Anish Patel, PharmD  
Associate Director, Strategy & Operations  
PFIZER

Brian Frenzel  
Life Science Entrepreneur & Private Investor, President & CEO  
TOSK, INC

William J. Newell  
Chief Executive Officer  
SUTRO BIOPHARMA

Karin Immergluck  
Acting Director, Technology Management, Office of Innovation, Technology & Alliances  
UCSF

Stafani She  
Industry Contracts Associate, Office of Technology Licensing  
STANFORD UNIVERSITY

John E. Wehrli  
Partner  
LATHAM & WATKINS LLP

Eric H. Bjerkholt  
Executive Vice President, Corporate Development and Finance and Chief Financial Officer  
SUNESIS

Rick Lindberg  
Senior Director and Head of the Centers for Therapeutic Innovation – California (CTI-California)  
PFIZER

CONFERENCE SPONSOR:  
PREMIER ASSOCIATION PARTNER:  
MEDIA PARTNERS:
When evaluating the establishment of a strategic alliance there are many factors that must be taken into account by several players on both sides of the deal. For this reason, in order to ensure a robust assessment and consideration of an opportunity, it is important for a diverse group of executives from such departments as R&D, BD, medical and marketing to be a part of the presentations and decision making processes. However, identifying and accessing the most appropriate audience for an alliance pitch is certainly no easy task, particularly in the current atmosphere of limited time and resources within the healthcare industry.

- Departments & individuals who would be positively impacted by an alliance
- Who should be a part of the strategic decision making process on both sides
- Strategies for accessing the appropriate audience

**William J. Newell, Chief Executive Officer**

**SUTRO BIOPHARMA**

Margi McLoughlin, PhD, Senior Director, R&D Business Development

**9:30 MAXIMIZING GLOBAL PRESENCE: ASTRAZENECA’S NOVEL APPROACH TO SUCCESSFUL PARTNERSHIPS**

As healthcare continues to become an increasingly global industry, pharmaceutical and biotech companies are constantly seeking innovative methods for accessing international markets and capitalizing on the many benefits they present. The establishment of strategic partnerships within significant regions worldwide is often a valuable option for companies of every size, and may produce advantages from early R&D stages through to market access. By forming global alliances, manufacturers may profit from the knowledge, awareness and relationships of local partners and therefore overcome pitfalls and maximize outcomes within key markets.

- Rationale, advantages and risks behind establishing global relationships
- Understanding when and how to access worldwide partners
- Identifying the best licensing partners and negotiate strong partnerships
- Overcoming key challenges and ensuring successful, lasting alliances

**Christoph Pittius, Ph.D., VP Strategic Partnering & Business Development**

**ASTRAZENECA**

**10:20 COFFEE & NETWORKING BREAK**

**10:40 PANEL DISCUSSION: DISCOVERING THE RISKS, BENEFITS AND RATIONALs BETWEEN LICENSING & ACQUISITION**

As the implementation of strategic partnerships becomes increasingly essential for drug manufacturers from startup stage to the largest pharmaceutical companies, strategies surrounding these alliances have become increasingly diverse as deals have evolved over time. While many startups focus on acquisition as an exit strategy from the get go, others prefer to seek early, nontraditional partners, while still others strive to develop their product until it is desirable enough to attract partners in later stages—and big pharma preferences are just as differing. There is no all-encompassing solution when it comes to the formation of strategic alliances, therefore through multiple varying perspectives this panel of experts will explore frank dialogue on the pros and cons to several relationship options.

**MODERATOR:**

Glen Sato, Partner, Cooley LLP

Julien Lasowski, Ph.D., Executive VP Corporate Development & Strategy

**ONYX PHARMACEUTICALS**

**11:40 STRATEGIES FOR ATTRACTING PARTNERS EARLY IN THE ALLIANCE EQUATION: A PHARMA PERSPECTIVE**

Establishing alliances with external partners beginning in the introductory stages of a company or development of a therapy is often an appealing option for startups and biotechs, as the benefits and resources provided by early collaborations offer vast advantages over a longer period of time. However, external partnering entities often view these initial relationships as risky and uncertain, and therefore are frequently more attracted to later stages of companies and studies. By making partnerships a priority from initial business plans and implementing immediate strategies to become appealing to external stakeholders, companies may attract earlier alliances.

- How can companies attract partners in earlier stages?
- What data is necessary to obtain before seeking partnerships?
- Why do large companies focus resources on early stage companies?

**Gregory S. Naeve, Ph.D., Head, Strategic Research Partnerships, External R&D Innovation, Worldwide Research & Development**

**PFIZER**

**12:30 LUNCHEON FOR ALL ATTENDEES, SPEAKERS & SPONSORS**

**2:00 OVERCOMING THE FUNDING OBSTACLE FOR SMALL OR YOUNG COMPANIES**

As companies strive to obtain the necessary data to become attractive to large pharmaceutical partnerships, there is no doubt that acquiring financial backing is a crucial obstacle with the ability to derail any study. Due to dwindling VC funding and increasingly risk adverse early stage investors in an uncertain economy, this financial hurdle has become a key challenging in recent years, particularly within small or early stage companies. Despite these daunting headwinds, funding remains a top priority for companies, as the financial factor plays an essential role in the eventual success or demise of a product.

- Historically effective financing methods
- Recently successful funding strategies
- Alternative approaches for obtaining funding

**Christopher C. LeMasters, Chief Business Officer**

**TRAGARA PHARMACEUTICALS, INC.**

**2:50 FILLING PIPELINES BY ATTRACTING EXTERNAL PARTNERING OPPORTUNITIES FOR BIG PHARMA AND CULTIVATING SUCCESSFUL PARTNERSHIP**

As small companies look to survive key funding and regulatory challenges that have derailed many startups, the opportunities of licensing, partnerships, acquisition and IPOs have been explored more fervently in recent years, and varying approaches have been assumed. Although sizeable sales forces have historically been a huge draw for small companies choosing to partner with large pharma, as sales teams diminish amidst the current economic climate, so too has this desirability. These factors have contributed to an atmosphere in which large pharmaceutical companies have been forced to adapt and become more persuasive and attractive as they court biotech partnerships.

- Rationale behind filling pipelines by partnering with small companies
- Understanding what attributes small pharma looks for in a partnership
- Strategies for attracting biotech partners and cultivating successful

**Haichen Yang, M.D., M.A., Senior Director**

**EISAI**

**3:40 GROWTH ANALYSIS & OPPORTUNITY EVALUATION: DIVERSIFICATION VS. SPECIALIZATION**

Drug manufacturers focusing on fulfilling pipelines and supplementing portfolios are constantly reconsidering corporate strategies as new markets and product categories become enticing within the existing shortage of attractive assets. The desire and need for growth in a turbulent environment has lead many companies to debate which collaboration strategy to pursue: diversification versus specialization. Clear business plans must be developed and implemented, a challenge for large companies seeking partnerships, while and understanding of these strategies is a key concern for small companies looking to attract the most appropriate of these partners.

- Understanding the rationale behind adopting diversification & specialization
- Exploring what each strategy means for both sides of the partnership
- Looking at current trends in diversification vs. specialization

**Monica Viziano, Sr. Director, Alliance Management, Corporate Development**

**GILEAD SCIENCES**

**4:30 CLOSING REMARKS & DAY ONE CONCLUSION**
9:20 RECENT SUCCESSFUL FUNDING STRATEGIES: CORPORATE VENTURE FUNDS VS. VENTURE CAPITAL

The combination of diminishing funding and disappearing internal R&D departments within big pharmaceutical companies has caused heightened attention surrounding external relationships for both biotech and pharmaceutical companies. In order to enhance the effectiveness of these relationships while supporting therapies that are compelling, yet may be too early or risky for an alliance, many large pharmaceutical companies have taken matters into their own hands by developing Corporate Venture Funds. While these funds may not be new, they certainly have become more prominent in the last few years, creating an opportunity for big pharma to maintain an impact on drug development while, in many cases, allowing startups to have a future.

- Recent success of Corporate Venture Funds
- Startups approaching funds & funds approaching startups
- Exploration of Corporate Ventures Funds versus traditional VC funds

MODERATOR:
- Brian Frenzel, Life Science Entrepreneur & Private Investor, President & CEO TOSK, INC.

PANELISTS:
- Steven C. Kuemmerle, PhD, Head, Venture Investments, ABBOTT BIOTECH VENTURES, INC.
- Gwen Melincoff, Senior Vice President, Business Development, SHIRE
- Juan M. E. Harrison, VP, Business Innovation, New Frontier Sciences, TAKEDA PHARMACEUTICALS INTERNATIONAL
- Simeon J. George, MD, Partner, LATHAM & WATKINS LLP

10:10 COFFEE & NETWORKING BREAK

10:40 EXAMINING THE STRATEGY OF UTILIZING A PARTNERSHIP AS A STEPPING STONE TO ACQUISITION

While pharmaceutical and biotech companies of every size and stage endeavor to overcome key barriers to entry that are affecting the industry, acquisition remains a viable strategy for both sides of the equation. Oftentimes, the formation of a strategic partnership can become the building blocks and the foundation for successful long-term cooperation, and therefore should be the end goal of any partnership contract. As alliances are often complicated and fragile and have the ability to collapse without proactive communication and collaboration from both sides, careful consideration during initial negotiation is of utmost importance.

- Exploring components to compromise & prioritize
- Developing partnerships that fairly value the contributions of each partner
- Negotiation strategies that create mutually advantageous deals

Glen Sato, Partner, COOLEY LLP

Eric H. Bjerkholm, Executive Vice President, Corporate Development and Finance and Chief Financial Officer, SUNESIS

James Reddoch, PhD, Executive Vice President, Head of Research, ROYALTY PHARMA

11:30 MAXIMIZING ALLIANCE MANAGEMENT THROUGHOUT EVERY STAGE OF THE DEAL

There is no doubt that partnerships are a frequently utilized and effective pharma/biotech strategy, however these alliances are not without hurdles and are often derailed by pitfalls that could have been escaped. Effective alliance management teams are crucial in the avoidance of key hazards as well as in implementing strategies for enhancing relationships. Through placing an emphasis upon such important factors as coordination, support and communication during the entire lifespan of a strategic partnership, alliance management teams can capture value while ensuring a smooth, successful partnership.

- Exploring when alliance management should begin and end
- Effect of alliance management on partnerships at every level
- Best practices for putting alliance management capabilities into practice

Mark Coffin, Executive Director, BD&L, Alliance Management, NOVARTIS

Simon Bateman, Executive Director, BD&L, Alliance Management, NOVARTIS

Brian Daly, Executive Director & Head of Global Human Health Alliance Management, MERCK

12:20 LUNCHEON FOR ALL ATTENDEES, SPEAKERS & SPONSORS

2:10 CAPITALIZING ON KEY ADVANTAGES OBTAINED THROUGH ACADEMIC PARTNERSHIPS

As pharmaceutical companies look to overcome patent expirations and fill pipelines, academic institutions are looking to conquer dwindling government funding. The alignment of these hurdles has lead to an increased quantity of research collaborations between the two entities, which has become a valuable solution for both sides in the shared quest towards bringing new drugs to market. As these partnerships begin to grow in magnitude, life science companies and academic institutions alike are beginning to assess the risks and rewards associated as well as consider whether this is a long term solution.

- Advantages and risks of academic/industry partnerships
- Considering whether this trend is here to stay
- Understanding the path to successful academic collaborations

MODERATOR:
- Karin Immergluck, Acting Director, Technology Management, Office of Innovation, Technology & Alliances

PANELISTS:
- Tuhin Sinha, Associate Director, Strategic Development, Office of Innovation, Technology & Alliances

3:00 CLOSING REMARKS & CONFERENCE CONCLUSION

PFIZER
WHO SHOULD ATTEND:
Executives that will find this program of greatest relevance are those currently working within business development, strategic partnerships, licensing, alliance management and M&A activity of pharmaceutical and biotech corporations. Job titles of those executives that will find this program to be most applicable to their job functions include:

- Licensing
- External Research
- External Scientific Affairs
- Strategic Transactions/Partnerships
- Alliance Management
- Business Development
- Corporate Development
- Intellectual Property
- Chief Executive Officers
- Chief Operating Officers
- External Strategy/Opportunities

SPONSORSHIP OPPORTUNITIES:
At this time, there are a variety of sponsorship and exhibition opportunities available for companies wishing to increase their visibility and participation in the program, ranging from keynote speaking opportunities through to exhibitor and documentation sponsors. Organizations most suitable for this type of exposure provide services and solutions including:

- Law Firms & Legal Consultants
- Intellectual Property Consultants
- M&A, Due Diligence Experts
- Investment Banks & Brokerages
- Alliance Management Experts
- Drug Development Organizations
- Contract Research Organizations
- Biomarker Development

CONTACT Q1 PRODUCTIONS:

**CHICAGO**
500 N. Dearborn, Suite 500
Chicago, IL 60654
Phone: 312.822.8100
Fax: 312.602.3834

**LONDON**
London House
271-273 King Street
London, W6 9LZ
Phone: +44 (0) 208 233 2833
Fax: +44 (0) 207 504 3792

**MONTPELLIER, FRANCE**
BAT Latecoere, 34134
Montpellier, France
Phone: +33 9889 99860
Fax: +31 312 602 3834

PREVIOUS ATTENDEES INCLUDE:
COO, Arcion Therapeutics
Sr. Dir, Strategic Partnering & BD, AstraZeneca
Director of Business Development, AstraZeneca
VP of Licensing & Global Transactions, Bayer HealthCare
Dir, Bus Plan & Alliance Mgmt, BioCryst Pharmaceuticals
Exec. Dir, Program Mgmt, BioCryst Pharmaceuticals
Director, Prgrm Leadership & Management, Biogen Idec
Program Dir, Program Leadership & Mgmt, Biogen Idec
Head, Gibi Licensing, Commercial, Boehringer Ingelheim
Licensing Liaison, Boehringer-Ingelheim
Associate Dir, In-Licensed Activities, Bristol-Myers Squibb
Exec Dir, Strategic Transactions, Bristol-Myers Squibb
Dir, Business Analytics Marketing, Centocor Ortho Biotech
Managing Director, Clinical Innovations
Head, Bus & Corp Development, Concert Pharmaceuticals
CMO, Cooper Surgical
CEO, Cooper Surgical
Sr. Dir, Corporate Development, Cubist Pharmaceuticals
Sr, Dir of Alliance Management, Dailichi Sankyo Group
Senior Director, Corporate Business Development, Eli Lilly
VP, of Strategy & Business Development, Fenwal Inc
IP Attorney, Fox Rothschild LLP
Partner, Fox Rothschild LLP
Sr Director, Head of Alliance Management, Genentech
Senior Director of Alliance Management, Gilead Sciences
Dir, Alliance Management & WW BD, GlaxoSmithKline
VP, WW BD & Alliance Management, GlaxoSmithKline
Scientific Dir, Regenerative Med & Cell Therapy, Hospira
Sr. Dir, Bus Dev, Licensing, Janssen Pharmaceutical
Partner, K&L Gates
Partner, K&L Gates
Sr. Dir, BD & NPP, MannKind Corporation
Head, Global Human Health Alliance Mgmt, Merck & Co
Director of Corporate Licensing, Merck & Co
Market Analytics, Mitsubishi Tanabe Pharmaceuticals
Exec Dir, Bus Dev & Licensing, Oncology, Novartis
VP of Global Business Development & Licensing, Novartis
Dir, Bus Dev & Licensing, Novartis Consumer Health
Dir, Alliance Management, Operational Alliances, Novartis
Sr. VP of Business Development & Strategy, Nycomed US
VP, Corporate Dev & Strategy, Onyx Pharmaceuticals
Senior Director, EP Licensing, Pfizer
Vice President of Business Development, PolyMedix
VP, IP & Legal Affairs, Presidio Pharmaceuticals
Sr. Exec Dir, Licensing & Bus Dev, Purdue Pharma
Global Head of Partnering, Roche
Senior Director of Business Development, Sanofi
VP of US Business Development, Sanofi-Aventis
VP & General Manager, Asia Pacific, Shire HGT
Director of Business Development, Shire Pharmaceuticals
CEO, Somnus Therapeutics
Partner, SR One
BD Executive, Takeda Pharmaceuticals
Dir, Gibi Alliance Management, Takeda Pharmaceuticals
Dir, Gibi Alliance Management, Takeda Pharmaceuticals
Senior VP General Counsel, The Medicines Company
VP of Business Development, Vanda Pharmaceuticals

www.q1productions.com/licensing