12th Annual STRATEGIC ALLIANCE MANAGEMENT CONGRESS

Advancing Pharmaceuticals & Diagnostics through Collaborations & Partnerships

EVENT FEATURES
• Connect with 100+ Attendees with Dedicated Networking Sessions
• Hear 20+ Executive-Level Presentations & Panel Discussions
• Discuss Challenges in AM during Informal Roundtables
• Participate in Top-Rated AM Training Workshops
• Learn from Real-World Case Studies by Leading Biopharma Companies

KEYNOTE PROGRAM
The Changing Landscape of Biopharmaceutical Alliances, Challenges in Alliance Management and Outlook for Continued Success

Dana Hughes
Vice President & Global Head, Integration and Alliance Management, Worldwide Business Development Group, Pfizer

Erin Brubaker
Vice President, Alliance Management, Worldwide Business Development; Head, Alliance Management Center of Excellence, GlaxoSmithKline

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About the Strategic Alliance Management Congress

The successful development and market access of new medicines is becoming increasingly reliant on harnessing an alliance ecosystem throughout the biopharma value chain. As a result, a growing number of strategic partnerships have driven the need for innovative and systematic methods, processes, and best practices for the successful execution and management of an expanding variety of agreements. Cambridge Healthtech Institute’s 12th Annual Strategic Alliance Management Congress, May 4-6, brings together senior alliance management, business development, technology transfer and licensing professionals to network, share experiences, discuss case studies, and to highlight components that cultivate successful partnerships. Delegates will gain strategic insights, proven tools, methods, and perspectives from a variety of leaders advancing the art of alliance management.

DAY 1 MONDAY, MAY 4

8:00 am Short Course Registration and Morning Coffee

9:00 -12:00 pm SHORT COURSE 1
Building a Truly Impactful Alliance Management Community of Practice: The Keys to Success
Patrick Mascia, Consultant, Vantage Partners

Many organizations look to drive alliance management capability through the development and implementation of an Alliance Management Community of Practice. Unfortunately, most of those efforts fail to create the desired value. This workshop is designed to walk you through the steps necessary to create a strong, sustainable and impactful Alliance Management Community of Practice.

1:30-4:30 SHORT COURSE 2
Why and How to Enhance Strategic Collaboration between Sponsors and CROs
Jonathan Hughes, Partner, Vantage Partners

Alliances and strategic partnerships (between large pharma companies, small bio-techs, and academic institutions) are increasingly pervasive. But what about alliances between biopharma companies and CROs? Are true partnerships with CROs (and other suppliers) really possible? What are the risks and benefits of moving beyond a traditional customer-vendor paradigm? In this interactive workshop, we will explore these and other issues using a number of case studies, and will also discuss how to adapt best practices for strategic outsourcing from other industries to the clinical development context.

Questions to be addressed:
• What are the pros and cons of different models for strategic outsourcing of clinical development?
• Are partnerships between Sponsors and CROs really possible?
• What are the key similarities and differences between strategic relationships between Sponsors and CROs, versus R&D alliances?
• What are leading practices for successful Sponsor-CRO collaboration?

*Separate registration required

DAY 2 TUESDAY, MAY 5

8:00 Interactive Breakout Discussion Groups and Speed Networking
Grab a cup of coffee and delve deeper into some of the overarching concerns facing alliances today. These are moderated roundtables with brainstorming and interactive problem solving, allowing conference participants from diverse backgrounds to have frank discussion while exchanging ideas, experiences, and developing future collaborations around a focused topic.

An Alliance Manager’s Toolbox

Internal Strategies for Success

9:15 Chairperson’s Opening Remarks
Lena Frank, Executive Director, Program and Alliance Management, Eisai

9:20 Internal Alliance Governance Board
Lena Frank, Executive Director, Program and Alliance Management, Eisai

Who in your organization sets and oversees the overarching strategy of alliances? Where do you take discussions about strategic issues, challenges, risks, and potential disputes before they become a serious concern? Who evaluates the performance and health of your alliances? How do you showcase the value of the alliance management function? If you don’t have an Internal Alliance Governance Board in place, attend this session and learn more about the value of this governance board.

5:00 Chairperson’s Opening Remarks
Stuart Kliman, J.D., Partner, Vantage Partners

5:10 KEYNOTE PROGRAM: The Changing Landscape of Biopharmaceutical Alliances, Challenges in Alliance Management and Outlook for Continued Success
Speakers:
Dana Hughes, Vice President & Global Head, Integration and Alliance Management, Worldwide Business Development Group, Pfizer
Erin Brubaker, Vice President, Alliance Management, Worldwide Business Development; Head, Alliance Management Center of Excellence, GlaxoSmithKline

6:00 Welcome Reception in the Exhibit Hall (Sponsorship Opportunity Available)

7:00 End of Day
9:50 Measuring Alliance Management: Quantify Your Value by Showing How You Mitigate Risk and Solve Problems
Brent Harvey, Director, Alliance Management and M&A Integration, Office of Alliance Management, Eli Lilly and Company

Even though alliance managers have been around for more than 15 years, many of us still get the question, “what do you do?” This presentation will provide a framework for how you can describe and categorize the services you provide as an alliance manager. We will also describe how to measure your contribution and value through four lenses: portfolio value, dollar savings, alliance health, and client satisfaction.

10:20 Sponsored Presentation (Opportunity Available)

10:35 Coffee Break in the Exhibit Hall

When Things Go Wrong

11:00 Diagnosing and Fixing Mistrust and Lack of Shared Culture
Varavani Dwarki, Ph.D., Worldwide Head, Alliance Management Oncology, Sanofi

Trust is the most important currency of any successful alliance; organizations and individuals should strive hard to create a trusted environment through individual behaviors and implementing best practices to create collaboration culture. In this talk, consequences of mistrust will be highlighted and practical suggestions on how to detect early trust problems and steps that need to be taken in organizations to build an alliance centric culture will be discussed.

11:30 Managing Alliance Crisis and Public Statements
Mike Berglund, Director, Alliance Management, Eli Lilly and Company

This presentation will provide real world lessons of managing unforeseen crisis and public statements. Years of alliance equity and strong relationship can dissolve quickly when two companies confront a crisis or have to make a public statement.

12:00 pm Luncheon Presentation (Sponsorship Opportunity Available) or Lunch on Your Own

Building, Enhancing and Continuously Improving Alliance Management Capability: A Look into Sanofi, Bayer, Celgene and AstraZeneca’s New AM Initiatives

1:25 Chairperson’s Opening Remarks
Stuart Kliman, J.D., Partner, Vantage Partners

1:30 The Sanofi Case Study of Building an Effective Alliance Management Organization
Frank Grams, Ph.D., Vice President, Head, Alliance Management & Transactions, Sanofi

This presentation will highlight Sanofi’s internal efforts for continued organizational improvements; experiences with KPIs on the alliance portfolio; and experiences with internal training of Alliance Management.

2:00 Alliance Management Initiatives at Bayer
Michael Kennedy, Ph.D., MBA, Director, Alliance Management, Business Development & Licensing, Bayer

2:30 Building Capabilities While Rapidly Expanding the Portfolio
Angus Grant, Ph.D., Vice President, Business Development & Global Alliances, Celgene Corporation

3:00 Coffee Break in the Exhibit Hall

3:30 Establishing a Central Integration Management Capability
Nick Dunscombe, Head, Global Alliance Management, Centre of Excellence, AstraZeneca

This presentation will summarize the work within AstraZeneca to establish a central integration management capability. This is built upon a similar model for alliance management and harnesses similar skills and capabilities.

4:00 Enhancing Your Organizational AM Capability: Beyond the AM Function
Stuart Kliman, J.D., Partner, Vantage Partners

Alliance functions know that their organizations are not designed to work in support of alliance execution. Most struggle, however, with articulating what specific aspects of their organization need to change, how to prove that those aspects are indeed problematic, and how to truly align the organization around a clear and targeted plan of action. This presentation will discuss how to create a clear set of alliance organizational capability hypotheses and how to then test those in a way that results in a clear set of defined organizational barriers to effective alliance execution and a targeted organizational enhancement plan focused on enabling alliance execution across the organization.

4:45 End of Day

DAY 3 WEDNESDAY, MAY 6

8:00 Interactive Breakout Discussion Groups and Speed Networking

Grab a cup of coffee and delve deeper into some of the overarching concerns facing alliances today. These are moderated round tables with brainstorming and interactive problem solving, allowing conference participants from diverse backgrounds to have frank discussion while exchanging ideas, experiences, and developing future collaborations around a focused topic.

Tackling the Challenges of an Alliance Manager in a Small Biotech

9:15 Chairperson’s Opening Remarks

9:20 Strategic Alliances from the Little Guy’s Perspective
Doug Williams, Vice President, Alliance Management, Kadmon

Alliances between big pharma and start-up biotech companies can create unique cultural challenges that need to be acknowledged and actively managed by the Alliance Managers for each organization. Overcoming the cultural differences and understanding how to get things done with your alliance partner is critical to a successful partnership between start-ups and large pharma. Both the big pharma and start-ups can learn from each other and build on each other’s strengths to identify competitive advantages vs. the existing market.

9:50 PANEL DISCUSSION: Alliance Management & Project Management – Managing the Divide

Moderator:
Lena Frank, Executive Director, Program and Alliance Management, Eisai Panelists:
Susan Sullivan, Ph.D., Senior Director, Alliance Management, ImmunoGen, Inc.
David Parmelee, Ph.D., Senior Director, Program Leadership and Management, Biogen Idec
Doug Williams, Vice President, Alliance Management, Kadmon

Alliance Management (AM) and Project/Program management (PM) can be similar enough that many companies struggle to manage the divide between the functions, or debate if the two functions need to be separate. This panel will discuss their experience with tackling the issues of whether alliance management and project management should be treated separately or as a combined function, including the following topics:

• Benefits of separate functions versus single function
• Assigning roles and responsibilities
• Ensuring responsibilities of both functions managed adequately

10:50 Coffee Break in the Exhibit Hall

Strategies for Companion Diagnostic and Academic Collaboration

11:15 Lessons Learned from Non Pharma Partners
Teresa Faria, Ph.D., Senior Director, Alliance Management, External Scientific Affairs, Daiichi Sankyo, Inc.

The traditional Co-Development alliance model does not always work best
when partnering with a non-pharma/biotech entity, such as an academic institution or a device company. This presentation will compare and contrast different types of alliances, discuss the challenges of non-pharma partnerships, what alliance management practices translate well, and what we sought to modify to address the different culture and business model of our non-pharma partners.

**11:45 CASE STUDY: Companion Diagnostic Co-Development Models**

Susanta Sarkar, Ph.D., Director, Translational/Clinical Imaging, Sanofi Oncology

A number of antibody-drug conjugates (ADC) are currently in clinical trials driven by recent technological progress. However, most ADC targets are not universally expressed on a given tumor type and will require a companion diagnostic to select patients that are likely to benefit from the particular ADC. A non-invasive imaging-based companion diagnostic will allow real time measurement of antigen expression in the tumor, thus enabling patient stratification in real time by identifying patients who are likely to respond to the ADC. This presentation will discuss how a collaborative research between pharma and an academic institution is well suited for the development of novel imaging-based companion diagnostics.

**12:15 pm Luncheon Presentation (Sponsorship Opportunity Available) or Lunch on Your Own**

**Improving Service- and Supply-Based Partnerships**

**1:25 Chairperson’s Remarks**

Jonathan Hughes, Partner, Vantage Partners

**1:30 PANEL DISCUSSION: Maximizing Returns on Supplier Relationship Management (SRM)**

Moderator: Jonathan Hughes, Partner, Vantage Partners

During this session, panelists will share common SRM best practices and pitfalls. Participants will learn about what specific SRM practices and investments deliver the greatest value, and gain insights about how to enhance SRM effectiveness in their own organizations.

Topics will include:

- The importance of aligning category strategies, sourcing, and supplier relationship management
- The critical connection between internal stakeholder engagement and external supplier collaboration
- How leading companies think about supplier performance management, value management and relationship management
- State of the art practices for measuring and reporting financial and strategic benefits from SRM

Panelists:

- Ken Newman, Global Head, Clinical Development, Mesoblast
- Louise Archer, Head, Process for Clinical Operations, AstraZeneca
- Karen Hargaden, Vice President, Customer Solutions Management Group, Quintiles

**3:00 Refreshment Break in the Exhibit Hall**

**3:25 Chairperson’s Remarks**

Steven M. Ferguson, CLP, Deputy Director, Licensing & Entrepreneurship, NIH Office of Technology Transfer

**3:30 Planes, Trains and Automobiles: How an Open Global Multi-Stakeholder Model for Systemic Transformation Will Save the Pharmaceutical Industry**

Greg Koski, President and CEO, Executive Office, ACRES (Alliance for Clinical Research Excellence and Safety)

Drug development depends upon an effective clinical trials process, and yet the current fragmented process is fraught with inefficiencies, poor performance, lengthy delays and skyrocketing costs. The process remains fundamentally unchanged for more than half a century and is characterized by many as unsustainable. Well-intentioned but disjointed efforts toward piecemeal approaches cannot achieve much needed systemic transformation—an open, non-profit multi-stakeholder alliance is now working to implement a global system to address these challenges.

**4:00 Building an Innovation Ecosystem from Scratch – A Collaborative Network between Large Corporations, Small Companies, Government and Academic Institutions**

Yuri Khakhanov, Division Head, Skolkovo Innovation Center

By 2020 Skolkovo is intended to become world’s biggest innovation center as it brings together start-ups, science and technology companies, research and education, investors and entrepreneurs to boost collaborative innovation and commercialize new technologies in the high-tech hub near Moscow. I will highlight both the differences and similarities of working with partners from business, academia, government, and will show how to use alliance management principles to build successful relationships with partners in the ecosystem. The presentation discusses a new approach to create innovative ecosystem – common success factors; types of alliances between innovative enterprises, and public private partnerships; synergy achieved in clusters of high-tech biopharma companies; optimization of alliance relationships to provide maximum value to all partners.

**4:30 PANEL DISCUSSION: Strategic Partnering with “Uncle Sam”**

The US government is often overlooked by many businesses and organizations as a strategic partner in the health and life sciences sectors despite the many valuable roles that the government can play as funder, customer, technology source, research collaborator, open innovation partner and more that can add significant value to a business project or enterprise. This session will help guide you on how to best leverage relationships with your “Uncle Sam” for mutual benefit and showcase some interesting and rewarding examples of partnerships and alliances.

Panelists:

- José M. Ochoa, Vice President Strategic Alliances, Emergent BioSolutions, Inc.
- Steven M. Ferguson, CLP, Deputy Director, Licensing & Entrepreneurship, NIH Office of Technology Transfer
- Eric Espeland, Ph.D., Chief, Vaccine Countermeasures, Biomedical Advanced Research and Development Authority (BARDA), DHHS

**5:30 End of Conference**
SPONSOR & EXHIBITOR INFORMATION

CHI offers comprehensive packages that can be customized to your budget and objectives. Sponsorship allows you to achieve your goals before, during, and long after the event. Packages may include presentations, exhibit space and branding, as well as the use of delegate lists. Signing on early will maximize your exposure to qualified decision-makers and drive traffic to your website in the coming months.

Podium Presentations — Available within Main Agenda!
Showcase your solutions to a guaranteed, targeted audience through a 15- or 30-minute presentation during a specific conference program, breakfast, lunch, or separate from the main agenda within a pre-conference workshop. Package includes exhibit space, on-site branding, and access to cooperative marketing efforts by CHI. For the luncheon option, lunches are delivered to attendees who are already seated in the main session room. Presentations will sell out quickly, so sign on early to secure your talk!

Invitation-Only VIP Dinner/Hospitality Suite
Select specific delegates from the pre-registration list to attend a private function at an upscale restaurant or a reception at the hotel. From extending the invitations, to venue suggestions, CHI will deliver your prospects and help you make the most of this invaluable opportunity.

Focus Group
CHI will gladly provide you the opportunity of running a focus group on-site. This exclusive gathering can be useful to conduct market research, collect feedback on a new product idea, and collect marketing intelligence from industry experts on a specific topic.

User Group Meeting/Custom Event
Co-locate your user group meeting or custom event. CHI will help market the event, manage logistical operations, develop the agenda, and more. CHI can handle the entirety of the meeting or select aspects.

Exhibit
Exhibitors will enjoy facilitated networking opportunities with qualified delegates, making it the perfect platform to launch a new product, collect feedback, and generate new leads. Exhibit space sells out quickly, so reserve yours today!

Additional branding and promotional opportunities are available!

Looking for additional ways to drive leads to your sales team?
CHI’s Lead Generation Programs will help you obtain more targeted, quality leads throughout the year. We will mine our database of 800,000+ life science professionals to your specific needs. We guarantee a minimum of 100 leads per program! Opportunities include Whitepapers, Web Symposia, Custom Market Research Surveys, and Podcasts.

For more information, please contact:
Jay Mulhern
Business Development Manager
781-972-1359 | jmulhern@healthtech.com

HOTEL & TRAVEL INFORMATION

Conference Venue and Hotel:
Loews Philadelphia Hotel
1200 Market Street
Philadelphia, PA 19107
Phone: 215-627-1200

Discounted Room Rate: $249 s/d
Cut-off Date: April 6, 2015

Reservations: Visit the travel page of Healthtech.com/AMS
How to Register: Healthtech.com/AMS
reg@healthtech.com • P: 781.972.5400 or Toll-free in the U.S. 888.999.6288

Please use keycode 1512 F when registering!

Please refer to the Registration Code below: