

#### Dates

**Module A**      **October 7-8, 2010** (2 days)

**Module B**      **November 4-5, 2010** (2 days)

**Module C**      **December 7-8, 2010** (2 days)

#### Fees

**Individuals:** \$1950 USD per module

**Full Program (all 3 modules):** \$5500 USD  
 (savings of \$350 USD)

*Program details are subject to change.  
 Visit our website for current information.*

#### Location

Center for Executive Education  
 Haas School of Business  
 University of California, Berkeley  
 2220 Piedmont Ave. Berkeley, California

#### For Information and Registration

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#### Or visit us at:

<http://executive.berkeley.edu/programs/bioexec/>

#### Program Sponsor



## BioExec Institute

### The Inside Story and Network to BioPharma

Deloitte & Touche USA LLP, Prescience International, and the UC Berkeley Center for Executive Education have collaborated to create innovative curriculums that provide Director and VP-level executives with both industry-leading skills development and tools for marketing, branding and credibility.

#### Program Description

The BioExec Institute is an internationally-renowned executive program delivered by leaders in BioPharma who are searching for the keys to managing business trade-offs within a highly regulated and competitive industry.

Alongside BioExec Institute faculty and alumni, attendees will participate in a six-day (3 modules of 2 days each) interactive program, including three evening networking receptions. Participants will have unique opportunities to discuss and debate the strategies and tactics of business leadership within BioPharma and will complete the program with invaluable insight and powerful networks to deliver bottom-line value in this growing industry.

At the end of the program, participants will be awarded a certificate of completion by the UC Berkeley Center for Executive Education.

#### Who Should Attend:

- Directors
- VP-level management

#### Advantages

You will leave this program with these skills:

- How to approach business challenges with essential functional knowledge
- How to manage the back end of the business R&D, clinical trials, and manufacturing/operations
- How to get a drug approved in today's political and regulatory climate
- Effective life cycle management and strategic IP portfolio perspectives
- Appropriate assessment of the commercial value and drivers of your asset
- Appreciation of the pre-launch/launch and post-launch marketing activities
- Growing the value of the asset or the company with deals and how to do those deals

#### Program Schedule:

##### Module A - Creating Value

[Day 1] BioProduct Development & Management

[Day 2] Manufacturing & Operations



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#### Module B - Managing Value

[Day 3] Life Cycle Management

[Day 4] Political & Regulatory Strategies

#### Module C - Growing Value

[Day 5] Internal Strategy - Portfolio and Marketing Strategies

[Day 6] External Growth - Identifying and Executing Deals

*“In addition to the course itself, the BioExec Institute provided an opportunity to engage in one-on-one conversations with leaders in various aspects of the industry that I would not otherwise have had the opportunity to meet.*

- **Jim Schaeffer**, Executive Director, Licensing and External Research, Merck Research Laboratories, Merck & Co.

#### Speakers (partial list)

**Martin Babler**, President & CEO, Talima Therapeutics, Inc.

**Minnie Baylor-Henry**, Director, Life Science Regulatory Practice, Deloitte & Touche LLP

**Terri Cooper**, PhD, Principal & National Leader, Life Sciences R&D Practice, Deloitte Consulting LLC

**Casper De Clercq**, Venture Partner, US Venture Partners

**Keith Donnermeyer**, National Life Sciences Industry Leader, Deloitte & Touche

**Mark Edwards**, Managing Director, Deloitte Recap

**Scott Evangelista**, Principal, Life Sciences National Leader, Commercialization & Product Launch Practice, Deloitte Consulting

**Ashraf Hanna**, M.D., Ph.D., Vice President, Alliance Management & Portfolio Planning, Genentech, Inc.

**R.T. (Terry) Hisey**, Vice Chairman, U.S. Life Sciences Leader, Deloitte & Touche USA LLP

**Chris Horan**, Vice President, Planning, Distribution & Logistics, Genentech, Inc.

**Matthew K. Hudes**, U.S. Managing Principal, Biotechnology, Deloitte Consulting

**Abhay Joshi**, Ph.D., President & CEO, Alvine Pharmaceuticals

**Harris Kaplan**, Chairman & CEO, Healogix, LLC, Co-Founder, Migliari-Kaplan

**David A. Kessler**, MD, Former Commissioner of the US Food & Drug Administration, Bestselling Author

**Eric J. Patzer**, Ph.D., President & CEO, Aridis Pharmaceuticals, LLC

**Janet L. “Lucy” Rose**, President, Lucy Rose & Associates; Former Director of the Office of Training & Communications & DDMAC, CDER, FDA

**Keith Strier**, Principal, Health Sciences & Government, Deloitte Consulting

**David Summa**, Chief Business Advisor, Acumen Pharmaceuticals, Inc.

**Kuo Bianchini Tong**, Founder & President, Quorum Consulting

