Welcome
Welcome Letter

Executive & Planning Committee

ASAP Global Staff

Conference Agenda

Global & Corporate Members

Sponsors

Overview of Sessions

Session Descriptions

Speakers
Welcome to the 2017 ASAP BioPharma Conference

On behalf of the ASAP Board of Directors, the ASAP BioPharma Conference Program Committee, and staff, welcome to the 2017 ASAP BioPharma Conference, the world’s preeminent gathering of the industry’s partnering professionals. Each year, the ASAP BioPharma Conference explores the issues that matter most for alliance management and collaboration in life sciences and provides insights, peer-to-peer exchanges, and tangible takeaways to improve our partnering practice.

There is no better time or place to “up your game.” Patient-centric healthcare, personalized medicine, and new technologies teamed together in the healthcare system are creating new ways to leverage important innovations leading to positive outcomes for patients. This year, the ASAP BioPharma Conference will bring together the world’s leading practitioners and experts on partnering in the life sciences to share their perspectives on innovating in this highly complex ecosystem. This challenge will demand more from your alliance teams than ever before.

We invite you to participate fully 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.

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, and obtain critical expertise or intellectual property.

We would like to extend a gracious “Thank You!” to the ASAP BioPharma Conference Program Committee for its hard work and effort in putting together this stellar program. We also thank our speakers for sharing their expertise and experiences. Lastly, we thank you and all of your fellow participants for contributing your insights and knowledge to the discussion.

Sincerely,

Michael Leonetti, CSAP
President & CEO
Association of Strategic Alliance Professionals

Brooke A. Paige, CSAP
Chairman, ASAP
Staff Vice President, Strategic Initiatives, and Chief of Staff
HealthCore, Inc.
ASAP Executive Management Committee

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RSL Associates

European Coordinator
Annick de Swaef, CSAP
CEO
Belgium Road Research Center

Executive Committee Member
David S. Thompson, CA-AM
Chief Alliance Officer
Eli Lilly and Company

Chairman, Editorial
Jan Twombly, CSAP
President
The Rhythm of Business, Inc.

What’s the Buzz

Stay Connected with ASAP and Your Colleagues Throughout the Year….

Extend your education and networking value from the 2017 ASAP BioPharma Conference:

• Read and share ASAP blog posts in your social media network
• Let your colleagues who are not at the conference know what they are missing out on
• Share your experiences and insights from the conference even after the final session

Follow us on Twitter @asap_global#ASAPBioPharma
Like us on Facebook www.facebook.com/#!/ASAPGlobal
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2017 ASAP BioPharma Conference Program Committee

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Karen Denton, CA-AM, Alliance Management Director, Bayer HealthCare Pharmaceuticals
Nancy Griffin, CA-AM, VP & Head, Alliance Management, Global Business Development & Licensing, Novartis Pharmaceuticals Corporation
Brooke A. Paige, CSAP, Staff Vice President, Strategic Initiatives, Chief of Staff, HealthCore Inc.
Petra Sansom, CA-AM, PhD, Senior Director, Alliance Management, Vertex Pharmaceuticals
David S. Thompson, CA-AM, Chief Alliance Officer, Eli Lilly and Company
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Michele Yudysky
Marketing Coordinator
MYudysky@strategic-alliances.org
+1-781-562-1630 ext. 209
## Wednesday, September 13

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 a.m. – 3:00 p.m.</td>
<td>Workshop and Conference Registration</td>
<td></td>
<td>Skyline Foyer</td>
</tr>
<tr>
<td>7:00 a.m. – 8:15 a.m.</td>
<td>Workshop Participant Breakfast</td>
<td></td>
<td>Skyline Foyer</td>
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</tbody>
</table>
| 8:00 a.m. – 2:30 p.m. | **Pre-Conference Workshops** *Pre-registration Required* | **Session 101 ~ CA-AM Certification Exam Prep Workshop**  
• Lynda McDermott, CA-AM, Equipro International  
**Session 102 ~ Alliance Management 101**  
• Gary Butkus, CA-AM, Eli Lilly and Company  
• Jeff Hurley, CA-AM, Eli Lilly and Company  
• David S. Thompson, CA-AM, Eli Lilly and Company  
**Session 103 ~ Strategic Decision Making & Negotiations:**  
Learnings from the Game Theory and AM Practice  
• Harm-Jan Borgeld, CSAP, PhD, Merck KGaA  
• Stefanie Schubert, PhD, SRH University Heidelberg | Skyline C & D  |
| 12:00 p.m. – 3:30 p.m. | Leadership Forum (Invitation Only)                                     |                                                                                                   | Somerset       |
| 12:30 p.m. – 1:30 p.m. | Workshop Participant Lunch                                              |                                                                                                   | Skyline Foyer  |
| 2:30 p.m. – 3:30 p.m. | **Session 104 ~ Next Gen Alliance Management:** Moving your Organization to Ecosystem Performance Excellence  
• Lynda McDermott, CA-AM, Equipro International | Skyline C & D  |
| 3:00 p.m. – 6:45 p.m. | Conference Registration                                                |                                                                                                   | Ballroom Foyer |
| 3:45 p.m. – 4:15 p.m. | Welcome Meet-up                                                        |                                                                                                   | Ballroom Foyer |
| 4:30 p.m. – 5:00 p.m. | Conference Opening                                                      | Michael Leonetti, CSAP, The Association of Strategic Alliance Professionals  
• Brooke A. Paige, CSAP, HealthCore, Inc. | Grand Ballroom  |
| 5:00 p.m. – 5:45 p.m. | **Conference Keynote**  
**Session 201 ~ Realizing the Collaborative Advantage in Pediatric Research**  
• Dr. David A Williams, Boston Children’s Hospital and Dana-Farber/Boston Children’s Cancer and Blood Disorders Center | Grand Ballroom  |
| 5:45 p.m. – 6:45 p.m. | Networking Reception                                                    |                                                                                                   | Riverside Terrace |

## Thursday, September 14

<table>
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<th>Time</th>
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<td>7:00 a.m. – 6:00 p.m.</td>
<td>Conference Registration</td>
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<td>Ballroom Foyer</td>
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<tr>
<td>7:15 a.m. – 8:15 a.m.</td>
<td>Networking Breakfast</td>
<td></td>
<td>Dante’s Restaurant</td>
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</table>
| 8:30 a.m. – 9:30 a.m. | **Session 301 ~ Maximizing the Power of Hybrid Alliance Management-Business Development (AM-BD) Organizational Structures to Meet the Demands of Strategic Alliances**  
• Catherine Abbadie, PhD, Sunovion Pharmaceuticals Inc.  
• Michael Segal, Sunovion Pharmaceuticals Inc. | Ballroom A  |
| 9:40 a.m. – 10:40 a.m. | **Session 302 ~ Strategic Perspectives on Emerging Drug Discovery Alliance Models**  
• Mary Lou Bell, Nimbus Therapeutics, Inc.  
• Charles McOsker, PhD, BioMotiv LLC  
• Swati Prasad, PhD, Charles River  
**Session 402 ~ Aligning the Organization Around External Innovation and a Partner-Centric Operating Model**  
• Gray Hulick, CA-AM, Takeda Pharmaceuticals  
• Stu Kliman, CA-AM, Vantage Partners | Ballroom A  |
| 10:40 a.m. – 11:10 a.m. | Networking Break                                                      |                                                                                                   | Ballroom Foyer |

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Stay up to date  
@asap_Global #ASAPBioPharma  
tinyurl.com/ASAPLinkedIn  
facebook.com/#!/ASAPGlobal
### Thursday, September 14

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<td>• Jan Twombly, CSAP, The Rhythm of Business Inc.</td>
<td>Ballroom A</td>
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<td>Session 403 ~ Guiding Alliance Partners through a Merger</td>
<td>• Mark Collin, CSAP, Shire</td>
<td>Ballroom B</td>
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<td>• Michael Henning, Shire</td>
<td>Ballroom B</td>
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<tr>
<td>12:20 p.m. - 1:50 p.m.</td>
<td>Networking Lunch</td>
<td></td>
<td>Dante's Restaurant</td>
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<tr>
<td>1:50 p.m. - 2:50 p.m.</td>
<td>Session 304 ~ Alliance Management Learnings from Great Leaders</td>
<td>• Harm-Jan Borgeld, CSAP, PhD, Merck KGaA</td>
<td>Ballroom A</td>
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<td></td>
<td></td>
<td>• David S. Thompson, CA-AM, Eli Lilly and Company</td>
<td>Ballroom A</td>
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<td>• Steve Twail, CSAP, AstraZeneca Cambridge, UK</td>
<td>Ballroom A</td>
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<td>• Cyrus Veeser, PhD, Bentley University</td>
<td>Ballroom A</td>
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<td></td>
<td>Session 404 ~ Look at us Now! Impactful Methods to Increase Your Alliance Management Maturity</td>
<td>• David Auerbach, CA-AM, MedImmune</td>
<td>Ballroom B</td>
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<td></td>
<td></td>
<td>• David Vallo, MedImmune</td>
<td>Ballroom B</td>
</tr>
<tr>
<td>2:50 p.m. - 3:20 p.m.</td>
<td>Networking Break</td>
<td></td>
<td>Ballroom Foyer</td>
</tr>
<tr>
<td>3:20 p.m. - 4:50 p.m.</td>
<td>Session 202 ~ The ASAP Aquarium</td>
<td>• Harm-Jan Borgeld, CSAP, Merck KGaA</td>
<td>Grand Ballroom</td>
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<td></td>
<td>• Karen Denton, CA-AM, Bayer HealthCare</td>
<td>Grand Ballroom</td>
</tr>
<tr>
<td>5:00 p.m. - 6:30 p.m.</td>
<td>Networking Reception</td>
<td></td>
<td>Riverside Terrace</td>
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### Friday, September 15

<table>
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<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker</th>
<th>Location</th>
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<tbody>
<tr>
<td>7:00 a.m. - 1:00 p.m.</td>
<td>Conference Registration &amp; Information Desk</td>
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<td>Ballroom Foyer</td>
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<tr>
<td>7:00 a.m. - 8:15 a.m.</td>
<td>Networking Breakfast</td>
<td></td>
<td>Dante's Restaurant</td>
</tr>
<tr>
<td>8:15 a.m. - 9:45 a.m.</td>
<td>Session 305 ~ The Future Belongs to the Learning-Agile</td>
<td>• Jim Peters, Korn Ferry Hay Group</td>
<td>Ballroom A</td>
</tr>
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<td>Session 405 ~ Turn Conflict into an Advantage!</td>
<td>• Lena Frank, CSAP, Eisai Inc.</td>
<td>Ballroom B</td>
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<td></td>
<td>• Kevin Little, CSAP, PhD, 3D Signatures Inc.</td>
<td>Ballroom B</td>
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<td></td>
<td></td>
<td>• David S. Thompson, CA-AM, Eli Lilly and Company</td>
<td>Ballroom B</td>
</tr>
<tr>
<td>9:45 a.m. - 10:05 a.m.</td>
<td>Networking Break</td>
<td></td>
<td>Ballroom Foyer</td>
</tr>
<tr>
<td>10:05 a.m. - 10:50 a.m.</td>
<td>Session 306 ~ Why Keep the Good News to Yourself? Internal Partnerships for External Promotion: How to Work with Your PR/Communications Lead</td>
<td>• Lori McLaughlin, Anthem, Inc.</td>
<td>Ballroom A</td>
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<td>• Brooke A. Paige, CSAP, HealthCore, Inc.</td>
<td>Ballroom A</td>
</tr>
<tr>
<td></td>
<td>Session 406 ~ Amgen’s Journey to Improve Its Alliance Management Capabilities Across the Organization</td>
<td>• Casey Capparelli, Head of Alliance Management, Amgen</td>
<td>Ballroom B</td>
</tr>
<tr>
<td>11:00 a.m. - 11:45 p.m.</td>
<td>Session 203 ~ ASAP Roundtables</td>
<td></td>
<td>Ballroom B</td>
</tr>
<tr>
<td>11:55 p.m. - 12:25 p.m.</td>
<td>Conference Closing and Group Discussion</td>
<td>• Michael Leonetti, CSAP, Association of Strategic Alliance Professionals</td>
<td>Ballroom B</td>
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</table>
Maximize your ASAP Membership

It is important to know when to partner, whom to partner with, and how to do it right!

Knowledge and Resources
- ASAP Member Directory
- ASAP Member Resource Library
- Strategic Alliance Magazine
- ASAP eSAM Plus
- ASAP Handbook of Alliance Management
- ASAP EPPP News
- ASAP What’s the Buzz
- ASAP Community Event Quick Takes

Events and Community
- ASAP Global Alliance Summit
- ASAP BioPharma Conference
- ASAP European Alliance Summit
- ASAP Tech Partner Forum
- ASAP Netcast Webinars
- ASAP Online Communities
- ASAP Chapter Events
- ASAP Alliance Excellence Awards

Education & Professional Development
- Certification Exam Prep Workshops
- Professional Development Workshops
- Education Provider Partner Program (EPPP)
- ASAP Simulations
- ASAP Job Board
- ASAP Professional Development Guide

“We believe that ASAP offers unique opportunities to network and build relationships. ASAP events have served as an icebreaker, a chance to meet with people we’d normally be competing with. To be able to establish an ‘external perspective’ benefits everyone in industry as a whole. I’m very impressed with the many benefits membership in ASAP has brought to our company.”

– William Erb, CA-AM
VP, Business Development
Amgen

ASAP...helping you become a PARTNER OF CHOICE and achieve greater RESULTS.

We are here to help you make the most of your ASAP experience. Contact the membership team at +1-781-562-1630 or visit www.strategic-alliances.org.

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vantage partners

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

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Merck KGaA, Darmstadt, Germany

Merck KGaA, Darmstadt, Germany, is a leading science and technology company in healthcare, life science and performance materials. Around 50,000 employees work to further develop technologies that improve and enhance life - from biopharmaceutical therapies to treat cancer or multiple sclerosis, cutting-edge systems for scientific research and production, to liquid crystals for smartphones and LCD televisions. The company's healthcare business has a deep expertise in neurology, fertility, oncology and endocrinology, as well as a robust pipeline of potential therapies in oncology, immuno-oncology and immunology as R&D focus areas.

Merck KGaA, Darmstadt, Germany, holds the global rights to the Merck KGaA, Darmstadt, Germany, name and brand. The only exceptions are the United States and Canada, where the company operates as EMD Serono, MilliporeSigma and EMD Performance Materials.

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Transform service providers into ecosystem partners. When you Partner by Design™ with The Rhythm of Business, you bring your executive suite The Power to Partner Everywhere. You embed partnering mindset, skillset, and toolset throughout your organization. Harnessing our proven strategies, frameworks, and tools, you unleash the innovation, collaboration, effectiveness, and performance of your people and partnerships. Lift your partnering practice far above the “best practices” baseline. Partner with new players, new models, and myriad forms of value to achieve your objectives in the ecosystem. Take your partnering and management capabilities to new heights with The Rhythm of Business. Learn more at rhythmofbusiness.com.

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Tiffani Bova
Global Customer - Growth & Innovation Evangelist
Salesforce

Nancy D. Breiman, CSAP
Director, Global Networking Alliances
IBM Global Alliances, Sales & Distribution

Russ Buchanan, CSAP*
Vice President, Worldwide Alliances
Xerox

Russ Cobb
Vice-President, Global Alliances & Channels
SAS Institute Inc.

Tony DeSpirito, CSAP*
Vice President / General Manager Operation
Services
Schneider Electric

Andy Eibling, CSAP
Vice President Alliance Management
Covance Inc.

Greg Fox, CSAP
Vice President, Corporate Strategic Alliances
Huawei Technologies, Ltd.

Frank Grams, PhD
VP, Head R&D Alliance Management
Sanofi

Nancy Griffin, CA-AM
VP & Head, Alliance Management
Global Business Development & Licensing
Novartis Pharmaceuticals Corporation

Joseph Havrilla
Vice President and Head of Alliance Management
Bayer HealthCare

Andy Hull
Vice President, Global Alliances
Takeda

Bennett Kennedy
Sr. Vice President – Corporate Development / Business Strategy
Mission Pharmacal

Kerri Lampard, CSAP
Global Director, Services CoE
Global Partner Organization
Cisco

Ron Long
Alliance Director IoT, Big Data, and SAP Ecosystem
Global Partner Sales and Strategic Alliances
NetApp

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Principal
RSL Associates

Jim Luna
Senior Director – Global Platform & Technology Alliances
Citrix Systems, Inc.

Greg O’Sullivan
Group Vice President, Partner Alliances & Channels
JDA Software

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The Warren Company

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CEO
Belgium Road Research Center

Judy Swilley, PhD
Executive Vice President and General Manager
Head of Strategic Alliance Management
INC Research

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

Steve Twombly, CSAP*
VP, Alliance and Integration Management (AIM)
AstraZeneca Cambridge, UK

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

Lucinda (Cindy) Warren
Vice President Business Development
Janssen Business Development
Johnson and Johnson Innovation

Norma Watenpaugh, CSAP
Principal
Phoenix Consulting

*ASAP Executive Management Committee
Overview of Sessions

**Track 100**
Pre-Conference Professional Development Workshops

**Session 101**
CA-AM Exam Prep Workshop
- **Lynda McDermott**, CA-AM, Equipro International
Wed., Sept. 13, 8:00 a.m. - 2:30 p.m.
Skyline C & D

**Session 102**
Alliance Management 101
- **Gary Butkus**, CA-AM, Eli Lilly and Company
- **Jeff Hurley**, CA-AM, Eli Lilly and Company
- **David S. Thompson**, CA-AM, Eli Lilly and Company
Wed., Sept. 13, 8:00 a.m. - 2:30 p.m.
Skyline E

**Session 103**
Strategic Decision Making & Negotiations: Learnings from the Game Theory and AM Practice
- **Harm-Jan Borgeld**, CSAP, PhD, Merck KGaA
- **Stefanie Schubert**, PhD, SRH University Heidelberg
Wed., Sept. 13, 8:00 a.m. - 2:30 p.m.
Skyline A

**Session 104**
Next Gen Alliance Management: Moving your Organization to Ecosystem Performance Excellence
- **Lynda McDermott**, CA-AM, Equipro International
Wed., Sept. 13 | 2:30 p.m. - 3:30 p.m.
Skyline C&D

**Track 200**
Plenary Programming

**Session 201**
Conference Keynote
Realizing the Collaborative Advantage in Pediatric Research
- **Dr. David A Williams**, Boston Children’s Hospital
- **Dana-Farber**, Boston Children’s Cancer and Blood Disorders Center
Wed., Sept. 13, 5:00 p.m. - 5:45 p.m.
Grand Ballroom

**Session 202**
The ASAP Aquarium
- **Harm-Jan Borgeld**, CSAP, Merck KGaA
- **Karen Denton**, CA-AM, Bayer HealthCare
Thurs., Sept. 14, 3:20 p.m. - 4:50 p.m.
Ballroom B

**Session 203**
ASAP Roundtables
Fri., Sept. 15, 11:00 a.m. - 11:45 a.m.
Ballroom B
Track 300
Emerging Collaboration Models for Better Partnering

Session 301
Maximizing the Power of Hybrid Alliance Management—Business Development (AM-BD) Organizational Structures to Meet the Demands of Strategic Alliances

Catherine Abbade, PhD, Sunovion Pharmaceuticals Inc.
Michael Segal, Sunovion Pharmaceuticals Inc.
Thurs., Sept. 14, 8:30 a.m. - 9:30 a.m.
Ballroom A

Session 302
Strategic Perspectives on Emerging Drug Discovery Alliance Models

Mary Lou Bell, Nimbus Therapeutics, Inc.
Charles McOsker, PhD, BioMotiv LLC
Swati Prasad, PhD, Charles River
Thurs., Sept. 14, 9:40 a.m. - 10:40 a.m.
Ballroom A

Session 303
The BioPharma Channel: Leveraging Practices from the High-Tech World to Drive Success

Jan Twombly, CSAP, The Rhythm of Business Inc.
Thurs., Sept. 14, 11:10 p.m. - 12:10 p.m.
Ballroom A

Session 304
Alliance Management Learnings from Great Leaders

Harm-Jan Borgeld, CSAP, PhD, Merck KGaA
David S. Thompson, CA-AM, Eli Lilly and Company
Steve Twait, CSAP, AstraZeneca Cambridge, UK
Cyrus Veeser, PhD, Bentley University
Thurs., Sept. 14, 1:50 p.m. - 2:50 p.m.
Ballroom A

Session 305
The Future Belongs to the Learning-Agile

Jim Peters, Korn Ferry Hay Group
Fri., Sept. 15 | 8:15 a.m. - 9:45 a.m.
Ballroom A

Session 306
Why Keep the Good News to Yourself? Internal Partnerships for External Promotion: How to Work with Your PR/Communications Lead

Lori McLaughlin, Anthem, Inc.
Brooke A. Paige, CSAP, HealthCore, Inc.
Fri., Sept. 15, 10:05 a.m. - 10:50 a.m.
Ballroom A

Track 400
Advancing Partner Programs for Better Outcomes

Session 401
Reading Between the Lines: Living in Contract White Space

Christine Carberry, CSAP, Keryx Biopharmaceuticals
Andrew S. Eibling, CSAP, Covance, Inc.
Brian P. O'Shaughnessy, Dinsmore & Shohl, LLP | LES USA & Canada
Thurs., Sept. 14, 8:30 a.m.-9:30 a.m.
Ballroom B

Session 402
Aligning the Organization Around External Innovation and a Partner-Centric Operating Model

Gray Hulick, CA-AM, Takeda Pharmaceuticals
Stu Kliman, CA-AM, Vantage Partners
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Michael Henning, Shire
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Session 404
Look at us Now! Impactful Methods to Increase Your Alliance Management Maturity

David Auerbach, CA-AM, MedImmune
David Vallo, MedImmune
Thurs., Sept. 14, 1:50 p.m.-2:50 p.m.
Ballroom B

Session 405
Turn Conflict into an Advantage!

Lena Frank, CSAP, Eisai Inc.
Kevin Little, CSAP, PhD, 3D Signatures Inc.
David S. Thompson, CA-AM, Eli Lilly and Company
Fri., Sept. 15, 8:15 a.m.-9:45 a.m.
Ballroom B

Session 406
Amgen’s Journey to Improve Its Alliance Management Capabilities Across the Organization

Casey Capparelli, Head of Alliance Management, Amgen
Fri., Sept. 15, 10:05 a.m.-10:50 a.m.
Ballroom B
Session Descriptions
Pre-Conference Professional Development Workshops

Wednesday, September 13, 2017

CA-AM (Certificate of Achievement - Alliance Management)
Certification Exam Prep Workshop
Session 101
8:00 a.m. - 2:30 p.m. Skyline C & D

Facilitator and ASAP Education Provider Partner:
Lynda McDermott, CA-AM, President, Equipro International

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

The knowledge exchange in this interactive professional development workshop will be strengthened by robust group discussion and case scenario analyses. The workshop will provide access to models, tools, and proven best practices that can be rapidly applied into your daily activities creating operating efficiencies that aim to improve results. This course will address the following topics: Alliance Life Cycle Framework, Strategic Rationale and Readiness, Alliance Selection, Alliance Execution, Planning and Organizing Skills, and Management and Leadership Skills.

Each participant will receive The ASAP Handbook of Alliance Management: A Practitioner’s Guide—considered “the bible of partnering practice.” Also included in the workshop fee is the online exam. The CA-AM prep workshop is a requirement for becoming certified.

Alliance Management 101
Session 102
8:00 a.m. - 2:30 p.m. Skyline E

Facilitators:
Gary Butkus, CA-AM, Director of Alliance Management, Eli Lilly and Company
Jeff Hurley, CA-AM, Director of Alliance Management, Eli Lilly and Company
David Thompson, CA-AM, Chief Alliance Officer, Eli Lilly and Company

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

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

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

ASAP would like to thank Eli Lilly and Company and the volunteer instructors for this workshop.
Strategic Decision Making & Negotiations: Learnings from Game Theory and AM Practice
Session 103
8:00 a.m. - 2:30 p.m. Skyline A

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

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

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

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

Next Gen Alliance Management: Moving your Organization to Ecosystem Performance Excellence
*Free Pre-Conference Workshop
Session 104
2:30 p.m. - 3:30 p.m. Skyline C & D

Facilitator and ASAP Education Provider Partner:
Lynda McDermott, CA-AM, President, EquiPro International

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

Discover how ASAP’s newly launched in-company TE-AM Training and combination CA-AM certification helps you introduce additional best practices that strengthen your company’s capabilities to expand its alliance portfolio into new areas of value creation. The workshop will provide an overview of the extended offering, complete with a live demonstration of experiential tools and case studies.
The collaborative advantage for biopharma in pediatrics is unrealized, and with the increase in innovative therapeutic approaches offers partnering opportunities that never existed previously.

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

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

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

Dr. Williams is chief scientific officer and senior vice president for research, Boston Children’s Hospital and president of the Dana-Farber/Boston Children’s Cancer and Blood Disorders Center. His laboratory has been continuously NIH funded since 1986. He has trained over 45 fellows and post-doctoral fellows and numerous residents and medical students in his laboratory, the majority of which are still in academic medicine. He is a member of the National Academy of Medicine (formerly Institute of Medicine). He has published over 250 peer-reviewed manuscripts, over 100 invited reviews and multiple textbook chapters. He is actively involved in gene therapy trials for blood, immunodeficiency and neurological genetic diseases and has been the investigator, co-investigator or sponsor (IND holder) of four previous gene therapy trials and is sponsor, investigator or co-investigator of four current trials.
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. Ask us about our new alliance launch, and organizational capability building, intervention and training services.

www.vantagepartners.com
Maximizing the Power of Hybrid Alliance Management—Business Development (AM-BD) Organizational Structures to Meet the Demands of Strategic Alliances
Session 301
8:30 a.m. – 9:30 a.m. ~ Ballroom A

Speakers:
Catherine Abbadie, PhD, Senior Director, Search, Evaluation and Alliance Management, Corporate Development and Licensing, Sunovion Pharmaceuticals Inc.
Michael Segal, Director, Alliance Management, Corporate Development and Licensing, Sunovion Pharmaceuticals Inc.

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

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

Attendees should be prepared to share their own experiences as the presenters discuss:
• Different organizational structures
• Efficiency and inefficiencies observed in dual roles AM-BD organization models
• Real-world examples of successful and unsuccessful dual-role activities
• Why to implement a hybrid model
• Broadening the role of alliance management in the organization
Your team tirelessly negotiates a deal over many months. Both CEOs have high expectations for the value this alliance will create. The deal you struck covered all the bases and included your preferred terms and conditions. But, early in implementation, issues arise. The contract did not contemplate or provide for those issues, and now the collaboration is faltering. How do you navigate the white space between what the contract contemplates and the real-world developments in the alliance?

As ASAP kicks off a new partnership with the Licensing Executives Society (LES), this session presents a dialogue featuring insights and experience from a distinguished pharmaceutical industry leader as they and an accomplished alliance executive and intellectual property transactional attorney develop discussions on key business, scientific, and regulatory challenges. Happily, alliance models are emerging to support frontier science and innovation as a means to address the early drug development gap and accelerate translation of desperately needed novel therapeutic concepts. This panel will share strategies and perspectives on drug discovery/development models that allow alliance management professionals to leverage new players, such as non-traditional VCs, CROs/CMOs, and patient advocacy groups.

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

**Discussion topics include:**
- Trends for non-traditional alliance models in the current/emerging drug discovery ecosystem
- Leveraging innovative partnership opportunities, including tips on identifying the right players
- What does and doesn’t work in these new strategic arrangements

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**Speakers:**
- **Christine Carberry**, CSAP, Chief Operating Officer, Keryx Biopharmaceuticals
- **Andy Eibling**, CSAP, Vice President, Alliance Management, Covance Inc.
- **Brian O’Shaughnessy**, President, Licensing Executives Society USA & Canada, Partner, Dinsmore & Shohl, LLP

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

**Session 401**
8:30 a.m. - 9:30 a.m. ~ Ballroom B

**Speakers:**
- **Christine Carberry**, CSAP, Chief Operating Officer, Keryx Biopharmaceuticals
- **Andy Eibling**, CSAP, Vice President, Alliance Management, Covance Inc.
- **Brian O’Shaughnessy**, President, Licensing Executives Society USA & Canada, Partner, Dinsmore & Shohl, LLP

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**Strategic Perspectives on Emerging Drug Discovery Alliance Models**

**Session 302**
9:40 a.m. - 10:40 a.m. ~ Ballroom A

**Speakers:**
- **Mary Lou Bell**, Vice President, Head of Program & Alliance Management, Nimbus Therapeutics, Inc.
- **Charles McOsker**, PhD, Senior Vice President, Technical Operations, BioMotiv LLC
- **Swati Prasad**, PhD, Senior Manager, Business Development and Scientific Alliances, Charles River

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

**Session 402**
9:40 a.m. - 10:40 a.m. ~ Ballroom B

**Speakers:**
- **Gray Hulick**, CA-AM, Senior Director, Global Alliance Management, Takeda Pharmaceuticals
- **Stu Kliman**, CA-AM, Partner, Vantage Partners

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Since 2016, Takeda Pharmaceuticals has been undergoing a transformation in R&D, including an intense focus on key therapeutic areas as well as an increased focus on external innovation to achieve its goals of making a difference in patient lives. To support transformation efforts, Takeda has been working to ensure it has the capabilities, culture and agility necessary to support its existing partnerships, and be well prepared to support its rapidly growing alliance portfolio.

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

Presenters will share Takeda’s partner-centric operating model, how they are aligning the organization around a new way of operating and the status of implementation efforts.
### The Biopharma Channel: Leveraging Practices from the High-Tech World to Drive Success

**Session 303**

11:10 a.m. - 12:10 p.m. ~ Ballroom A

**Speaker:**

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

In high tech, the last mile to the customer includes "channel partners" or "resellers." This is also the case in biopharma—although rarely described as a channel. Most companies have partners they count on to extend their reach, especially in geographies where they don’t have a commercial presence—or they may engage with a contract manufacturer to supply a specific market. Regardless of industry, local supply and distribution partners, i.e., channel partners, are typically partners in name only. Some perform, some don’t—with little recourse other than wielding a big stick.

Smart companies across industries are realizing there is better way, a collaborative way. Help your partner be successful and by definition, you’ll be successful. This composite case study examines how to take a hands-off transactional relationship and make a greater outcome for all through collaboration—while preserving the economics of a channel or outsourced business model. Leveraging approaches successfully utilized by high-tech companies, this session will examine techniques that biopharma companies are adopting to:

- Turn one-way quarterly business reviews into interactive dialogue and problem-solving sessions
- Make their company top of mind in the channel when it comes to prioritizing resources
- Educate and engage key stakeholders in adopting critical processes, such as compliance, pharmacovigilance, supply chain, and quality

### Guiding Alliance Partners Through a Merger

**Session 403**

11:10 a.m. - 12:10 p.m. ~ Ballroom B

**Speakers:**

**Mark Coflin, CSAP, Head of Alliance Management, Shire**

**Michael Henning, Alliance Management Lead, Shire**

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

This topic of discussion will prepare alliance management professionals to adapt and utilize a process to develop and build their organizations’ partnering capability, champion change and overcome obstacles in the journey, while guiding partners in a dynamic, changing environment. This session will share the vision of success, roadmap and practical tips that will prepare alliance management professionals to adjust and guide partners during transformative periods of change.

In this interactive session, we will discuss case studies and share challenges, insights, and key lessons learned to:

- Define a process for guiding the company and alliance partners during change
- Effectively merge two alliance management functions successfully
- Manage a new portfolio of alliances
- Identify risk and mitigation strategies to create and preserve value
Alliance Management  
Learnings from Great Leaders  
Session 304  
1:50 p.m. - 2:50 p.m. ~ Ballroom A  
Speakers:  
Harm-Jan Borgeld, CSAP, PhD, Head Alliance Management, Merck KGaA  
David Thompson, CA-AM, Chief Alliance Officer, Eli Lilly and Company  
Steve Twait, CSAP, Vice President, Alliance and Integration Management (AIM), AstraZeneca Cambridge, UK  
Cyrus Veeser, PhD, Professor of History, Bentley University  

A wise man, George Santayana, once said, “Those who do not learn from history are doomed to repeat it.” This session provides key learnings from managing the greatest alliance of the 20th century involving Great Britain, the United States, and the former Soviet Union. World War II illustrates how a strategic alliance among strange bedfellows can achieve spectacular success. The “Big Three” leaders—Winston Churchill, Franklin Delano Roosevelt, and Joseph Stalin—shared the goal of winning the war while they pursued distinct national goals. Roosevelt aspired to solidify the United States world leadership; Churchill, to preserve the British Empire; Stalin, to protect the Soviet Union. The daily fighting was a chess game not just to defeat the Axis powers, but also to achieve national goals. This session highlights the skills and techniques used to align the Allied forces to defeat the Axis powers, and how each country balanced Allied interests versus their personal interests. Using the leaders’ own words, this session explores how the alliance held together under seemingly insoluble problems. Join this session to learn how these leaders managed familiar alliance challenges.  

• How did Roosevelt and Churchill cooperate with Stalin and a system with a long history of conflict?  
• How did Roosevelt’s face-to-face meetings work to overcome basic disagreements?  
• What concessions did Churchill and Roosevelt make to Stalin to keep the Soviet Union in the alliance; how did they decide which problems to sidestep, which to tackle head on?  

Look at us Now! Impactful Methods to Increase Your Alliance Management Maturity  
Session 404  
1:50 p.m. - 2:50 p.m. ~ Ballroom B  
Speakers:  
David A. Vallo, Senior Alliance Manager, Pipeline Management, MedImmune  
David J. Auerbach, CA-AM, Senior Alliance Manager, Pipeline Management, MedImmune  

Participants in this session will pack their bags and take a journey into learning how MedImmune enhanced its alliance management maturity level over the past year and a half. In early 2016, MedImmune found it difficult to manage its 50-plus strategic alliances in an organized, efficient manner. Alliance management was decentralized, with many people involved in various capacities, and there was no easy way to see the big picture. Today, in contrast, MedImmune leverages a centralized alliance management function to offer insight and valuable strategic direction for 75-plus active alliances. The function has deployed both strategic and tactical methods across the portfolio to enhance its maturity level. In this session, participants will gain insights into the specific ways MedImmune enhanced and optimized its alliance management AM function, offering practical and realistic guidance including how the company:  

• Built and implemented an online alliance information management system that feeds a live dashboard for visualizing alliances and reporting across the organization (including C-suite executives)  
• Established annual alliance review sessions (incorporating health checks) with strategic stakeholder engagement to support decision making and optimize partner interfaces  
• Developed and populated an online repository for all alliance materials as a central source of information, simplifying document management across the group
Session Descriptions

Thursday, September 14, 2017

ASAP BioPharma Aquarium
Session 202
3:20 p.m. - 4:50 p.m. ~
Grand Ballroom

Facilitators:
Harm-Jan Borgeld, CSAP, PhD, Head Alliance Management, Merck KGaA
Karen Denton, CA-AM, Director, Alliance Management, Bayer HealthCare Pharmaceuticals

The ASAP Aquarium interactive alliance community forum has quickly become a tradition at ASAP conferences. Participants embrace different perspectives during this dynamic peer-to-peer discussion and debate regarding today's pressing alliance issues. Building on the momentum, Karen Denton of Bayer HealthCare Pharmaceuticals and Harm-Jan Borgeld of Merck KGaA, will lead this year’s Aquarium conversation. You’re invited join them in the active discussion and contribute to the collective wisdom as the group explores questions that have significant impact on how alliance professionals are accelerating life science collaborations, while delivering better partnering and better outcomes.

Similar to a “fishbowl” learning activity in which the line is purposely blurred between participants and listeners in a discussion, the ASAP version is customized to offer an ever-evolving exchange on hot topics. The Aquarium is designed to provoke thoughtful discussions among strategic alliance and partnering colleagues, while the audience listens to and observes the lively and insightful conversations.

But here's where things really get interactive. All audience members are encouraged to “tap in”, meaning rotate in, and join the discussion. Simply stand in a designated location and be poised to step up onto the stage to participate when “tapped” by one of the moderators. Once a new person enters the discussion, someone else leaves, and the conversation picks up again with fresh perspectives added or a shifting of the lens. It is a bit of a round robin, ensuring that a variety of perspectives are presented and everyone who wants can be actively engaged in the discussions.

Topics for Discussion
Topics will start off with a discussion from different viewpoints to encourage diversity of comments, each view being represented by one of the moderators. Open dialog will be encouraged; all contributions deserve consideration for there aren’t any right answers, only more concepts and ideas.

1. Alliance Expansion versus Alliance Improvement
View A: The alliance management role needs to be expanded, covering participation in due diligences, searching for new opportunities at existing partners, etc.
View B: The alliance management role needs to be first top-level with respect to the core alliance management activities before considering expansion.

2. Alliance Surveys
View A: Alliance management surveys are overrated. Feedback is biased. Organizations are reluctant to implement action items from alliance management surveys.
View B: Alliance management needs to conduct bi-annually, an alliance management survey and drive the implementation of action items.

Prepare your thoughts on these topics and plan to take the stage and contribute. Don’t miss this dynamic and thought-provoking session where your partnering knowledge and experience will shape the spirited discussion!
The Future Belongs to the Learning-Agile
Session 305
8:15 a.m. – 9:45 a.m. ~ Ballroom A

Speaker:
Jim Peters, Senior Client Partner, Global Head Succession Management, Korn Ferry Hay Group

Charles Darwin is quoted as saying, “It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is most adaptable to change.” In today’s VUCA world (Volatility, Uncertainty, Complexity, Ambiguity) the agile organization is capable of adjusting and adapting to rapid changes occurring in the current business environment. Alliance managers operate within an environment that is constantly challenged by change and complexity as you work with partners to facilitate collaboration and create alliance value. Learning agility is an attribute of exceptional alliance managers and of agile partnering-capable organizations. This session will provide:

• An overview of the current business context and why learning-agile talents are crucial in order to respond
• An overview on the research and practice of selecting, developing, deploying, and retaining learning-agile talent
• A set of exercises participants can use to develop their skill in identifying and developing the learning agile

Turn Conflict into an Advantage!
Session 405
8:15 a.m. – 9:45 a.m. ~ Ballroom B

Speakers:
Lena Frank, CSAP, Executive Director of Alliance and Program Management, Eisai
Kevin Little, CSAP, PhD, Chief Scientific Officer, 3D Signatures, Inc.
David Thompson, CA-AM, Chief Alliance Officer, Eli Lilly and Company

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

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

• Improve their understanding of how conflict can be used beneficially
• Work through a case study with colleagues that will increase their capability to utilize conflict to achieve highly successful results
• Join a roundtable discussion where they can share conflict-related issues they are experiencing and receive feedback from colleagues on potential solutions
• Develop a toolbox that enables the optimal use of conflict
Session Descriptions
Friday, September 15, 2017

Why Keep the Good News to Yourself? Internal Partnerships for External Promotion: How to Work with Your PR/Communications Lead
Session 306
10:05 a.m. - 10:50 a.m. ~ Ballroom A

Speakers:
Lori McLaughlin, Corporate Communications Director, Anthem, Inc.
Brooke Paige, CSAP, Staff Vice President, Strategic Initiatives and Chief of Staff, HealthCore, Inc.

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

This session will help participants:
• Learn what makes an alliance particularly “newsworthy” to PR and communications colleagues, and how you can help identify opportunities to highlight your collaboration’s work.
• Discover how to optimally build messaging that resonates for your alliance or for the alliance management function itself.
• Hear from a corporate communications leader how alliance managers can add value to internal and external communications.

Amgen’s Journey to Improve its Alliance Management Capabilities Across the Organization
Session 406
10:05 a.m. - 10:50 a.m. ~ Ballroom B

Speaker:
Casey Capparelli, Head of Alliance and Integration Management, Amgen

Does your organization wrestle with these important questions:
• What are the objectives of each alliance, and are we achieving them?
• Who is accountable for each alliance, and what does it mean to be accountable?
• How do we optimize our business processes for partnering?

Over the last few years, Amgen has tackled these key questions head-on through a cross-functional effort to significantly enhance its alliance management capabilities. Learn about Amgen’s journey to improve alliance management. This session will explain how Amgen gathered data from partners and Amgen’s own employees to identify where Amgen performs well as a partner and where it requires improvement. The session will go on to describe how Amgen leveraged this data as the basis for change and then took action to enhance its alliance management capabilities by:
• Clarifying the single point of accountability for each alliance
• Differentiating the roles and responsibilities of team leads, alliance managers, and project managers with respect to alliances
• Building and enhancing key best practice capabilities, such as health check methodology and new alliance launch processes
• Optimizing some of Amgen’s core business processes for partnering

The session will conclude with an early look into how these changes are being received across the organization.

ASAP BioPharma Roundtables
Session 203
11:00 a.m. – 11:45 a.m. ~ Ballroom B

The Roundtables this year will try a new approach to offer attendees a fresh and lively format full of conversation and an opportunity to meet new colleagues. The idea is to bring some of the real-time, hot conference topics into a discussion with peers and to explore the subjects that matter most to alliance management, while providing more networking among participants. In order to capture the hottest subjects arising during BioPharma, discussion questions will be initially distributed in Thursday evening’s attendee email communication and will be available the next day at registration and at the Roundtables session. Takeaway new ideas and concepts with a bonus of more alliance connections with this year’s BioPharma Roundtables!
Catherine Abbadie, PhD  
Senior Director, Search, Evaluation and Alliance Management, Corporate Development and Licensing, Sunovion Pharmaceuticals Inc.  
Session 301

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

Catherine has a dual role in corporate development and licensing at Sunovion: she is currently the alliance manager for multiple partners ranging from drug discovery to commercialization, as well as scouting and evaluating new business development opportunities in neurology and psychiatry. Catherine has over 20 years of experience in the pharmaceutical and biotechnology industry. She is responsible for providing alliance management support to key alliances as well as contributing towards creating replicable alliance management best practices within Sunovion.

As an executive in residence for a biotechnology incubator, Catherine led partnering and strategic alliances strategy. Prior to this role, Catherine was director of R&D alliances at Alcon/Novartis leading cross-functional teams.

Catherine has a PhD in neuro-pharmacology from the University of Rene Descartes in Paris (France). She conducted postdoctoral research at the University of California in San Francisco.

Catherine has experience in leading partnerships in large pharmaceutical and small biotech companies but only recently became a member of Association of Strategic Alliance Professionals (ASAP).

David Auerbach, CA-AM  
Senior Manager, Alliance Management, Pipeline Management, MedImmune / AstraZeneca  
Session 404

Look At Us Now!

Impactful Methods to Increase Your Alliance Management Maturity

David is an experienced alliance manager at MedImmune / AstraZeneca—supporting an active portfolio of over 75 alliances.

David has worked on various projects and global alliances across early stage research and development within oncology, respiratory, and infectious diseases.

Prior to joining MedImmune / AstraZeneca, David led numerous life sciences management consulting engagements at Capgemini Consulting in New York City.

Before consulting, David worked at Teva Pharmaceuticals in the bioassays and technology group and the National Institutes of Health in the Laboratory of Immunoregulation under Dr. Anthony Fauci.

David has an undergraduate degree from Cornell University, a dual masters degree (MBA and MS in Biotechnology) from Johns Hopkins University and received his CA-AM certificate from ASAP in 2016.

Mary Lou Bell  
Vice President, Head of Program & Alliance Management, Nimbus Therapeutics, Inc.  
Session 302

Strategic Perspectives on Emerging Drug Discovery & Alliance Models

Mary Lou Bell is vice president, program & alliance management and a member of the exec team at Nimbus, and has 25 years of experience in portfolio and project management, alliance management, and drug development. Prior to joining Nimbus, Mary Lou was vice president of program & alliance management at Anchor Therapeutics. As a director in project management at Wyeth and then Pfizer, Mary Lou has directed programs from discovery through all phases of clinical research and regulatory interactions, to registration/launch/early commercialization. Her drug development experience includes drugs, biologics and combination products. She has directed many alliances (in-licenses, out-licenses, research collaborations, patent advocacy groups) among small companies and large corporations in the U.S., Europe, and Japan. Mary Lou and the teams she led have achieved registration approvals in the U.S. and ex-US, and significantly contributed to alliance partner registration approvals in the U.S. and other territories. Mary Lou began her career at Genetics Institute.

Harm-Jan Borgeld, CSAP, PhD  
Head Alliance Management, Merck KGaA  
Session 104

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

Session 304

Alliance Management Learnings from Great Leaders

The ASAP Aquarium

Harm-Jan Borgeld is leading the alliance management department at Merck KGaA. The department is responsible for the commercial, development, research, and selected regional alliances. Before heading the alliance management department, he was leading a project team that worked on developing a novel immunotherapy to treat cancer. He started his work at Merck in the licensing and business development department. Prior to Merck, he was responsible for the business development activities of the Japanese firm, Kyorin Pharmaceuticals, in Europe. He received his MBA from the Rotterdam School of Management, the Netherlands / Haas Business School, US, and his PhD from the Faculty of Medicine, University of Nagoya, Japan, and graduated from the Wageningen University, the Netherlands.

Gary Butkus, CA-AM, RPh  
Director of Alliance Management, Eli Lilly and Company  
Session 102

Alliance Management 101

Gary Butkus, CA-AM, RPh, is director of alliance management at Eli Lilly and Company. Gary has leveraged his more than 20 years of pharmaceutical experience, his certifications in Six Sigma, Healthcare Compliance, and Corporate Citizenship, and his role on the Butler University Board of Trustees into being a recognized leader in the value of professional development and corporate diversity. He also serves on the Board for the Midwest Chapter of ASAP.

Casey Capparelli  
Head of Alliance and Integration Management, Amgen  
Session 406

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

Casey Capparelli, the head of alliance and integration management at Amgen, is an experienced biopharma executive with over 20 years of industry experience and international cross-functional expertise. Casey is currently accountable for managing Amgen’s global portfolio of alliances, joint ventures and outlicenses. He also leads Amgen’s integration readiness capability, accountable for continuous improvement and for effective deployment on active integrations. Prior to his current role, Casey successfully led multiple $250M to $10B+ domestic and international acquisition integrations. Casey has led Amgen’s portfolio management and stage gate governance process and served as chief of staff for the head of research and preclinical development. He has experience leading broad organization-wide change initiatives and has extensive scientific and drug development experience gained through multiple roles early in his career. Casey holds a master’s degree in business administration from Pepperdine University and a bachelor’s of science degree in biochemistry from the University of New Hampshire.
**Christine A. Carberry, CSAP**  
Chief Operating Officer, Keryx Biopharmaceuticals  
Session 401  
Reading Between the Lines: Living in Contract White Space  
Christine Carberry is a biopharmaceutical leader with the unique ability to transform strategy into results through the power of collaboration. She joined Keryx Biopharmaceutical in the beginning of 2017 as the chief operating officer. In her leadership role, she serves on the executive committee while leading initiatives in cross-functional integration, operational excellence, and program management. She heads the manufacturing, technical operations, quality and regulatory functions. Prior to Keryx, she served as a senior vice president at FORUM Pharmaceuticals. At FORUM, she established the program & alliance management cross-functional matrix to integrate across the entire organization. She also led the CMC, supply chain, and quality functions. At Biogen for over 25 years, Christine held positions of increasing responsibility as the company advanced from a biotechnology pioneer to an internationally recognized Fortune 500 company.

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 Coflin, CSAP**  
Head of Alliance Management, Corporate Development, Shire  
Session 403  
Guiding Alliance Partners through a Merger  
Mark Coflin, CSAP is head of alliance management and is responsible for building the Shire organization capability as a world-class leader in partnering, alliance management, and execution. Shire is the leading global biotech company focused on rare diseases and other highly specialized conditions. We respect our partner’s science and cultural differences to jointly develop and bring patient-centered solutions with the goal of becoming a preferred strategic "partner of choice". We are applying best practices, but also taking a fresh approach to develop a world-class alliance competency that will enhance our partnerships across our therapeutic areas.

Prior to joining Shire, Mark initiated, developed and led several key global corporate alliance initiatives at Baxalta and Novartis while leading high priority alliance partnerships in research, development & commercialization. Mark has a B.Sc. (biology), B. Comm. (business) and MBA (marketing) from University of Alberta. Mark is an active member of ASAP NE Chapter leadership team and an active member of the Licensing Executive Society.

**Karen Denton, CA-AM**  
Alliance Management Director, Bayer HealthCare Pharmaceuticals  
Session 202  
The ASAP Aquarium  
Karen Denton is based in Whippany, New Jersey and is responsible for a number of Bayer’s global strategic alliances including Orion, Amgen and Immunogen.

Karen has been in the pharma industry over 25 years, originally from the 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.

**Andrew S. Eibling, CSAP**  
Vice President, Alliance Management, Covance, Inc.  
Session 401  
Reading Between the Lines: Living in Contract White Space  
Andy Eibling is currently Vice President of Alliance Management at Covance, Inc, the drug development division of LabCorp, the world’s leading healthcare diagnostics company. He assumed leadership of Covance’s Enterprise Alliance Management team in 2015. This team is responsible for Covance’s largest alliance relationships that cross all service lines and for driving the development of an alliance management competency across the company.

Andy joined Covance in 2011 with responsibility for the ground breaking alliance between Covance and Eli Lilly and Company. Spanning the drug development continuum, this global $1.6 billion partnership included activities from early drug discovery through post-launch clinical development. Prior to joining Covance, 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, and a Certified Strategic Alliance Professional. He 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. Andy has a BSME from Purdue University and MBA from Indiana University.

**Karen Denton, CA-AM**  
Executive Director of Alliance and Program Management, Eisai, Inc.  
Session 405  
Turn Conflict into an Advantage!  
Karen Denton is the executive director of alliance and program management in Eisai’s Oncology Business Group. Before joining Eisai in 2014, Lena held positions of increasing responsibility with Acorda Therapeutics, Alpharma, and Rhone-Poulenc. 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. Over the past 20 years, Lena has also managed a wide variety of projects and programs ranging from drug development to supply chain optimization to the transition of products into and out of various companies. In addition to being a Certified Strategic Alliance Professional, Lena also holds Project Management Professional certification.

**Lena Frank, CSAP**  
Executive Director of Alliance and Program Management, Eisai, Inc.  
Session 405  
Turn Conflict into an Advantage!  
Lena Frank is the executive director of alliance and program management in Eisai’s Oncology Business Group. Before joining Eisai in 2014, Lena held positions of increasing responsibility with Acorda Therapeutics, Alpharma, and Rhone-Poulenc. 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. Over the past 20 years, Lena has also managed a wide variety of projects and programs ranging from drug development to supply chain optimization to the transition of products into and out of various companies. In addition to being a Certified Strategic Alliance Professional, Lena also holds Project Management Professional certification.

**Michael Henning**  
Alliance Management Lead, Shire  
Session 403  
Guiding Alliance Partners through a Merger  
Michael Henning is an alliance management lead within Shire’s Alliance Management organization. He initiated and currently leads several global partnerships in Development and Commercialization across different therapeutic areas. Prior to joining Shire, Michael was the corporate development lead at Dyax where he was responsible for long range strategic planning, business development activities and alliance management. He joined Shire after it acquired Dyax and supported the heads of alliance management in the integration of Dyax and Baxalta into Shire.

Michael started his career in management consulting for the bio-pharmaceutical industry and has 10+ years of work experience in the US, Europe and Asia. He graduated with a master of arts in business administration from the University of St. Gallen in Switzerland and a masters of international business from Tuft’s Fletcher School in Boston, USA.
Gray Hulick, CA-AM, is senior director, global alliance management, for Takeda Pharmaceuticals. In this role, Gray is co-lead for Takeda’s Global Alliance Center of Excellence where she is focused on building and sustaining Takeda’s alliance management capability in addition to overseeing key development- and commercial-stage partnerships for Takeda. Prior to joining Takeda, Gray held various roles in the biopharmaceutical industry including business development and program management. 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. Prior to Vertex, Gray was an associate director in Genzyme’s Cardiovascular Business Unit with responsibility for its cardiac cell therapy programs. Gray received her BA from Yale University and holds an MBA from the Harvard Business School.

Jeffrey C. Hurley, CA-AM
Alliance Management Director, Eli Lilly and Company
Session 102
Alliance Management 101
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.

Stuart Kliman, CA-AM
Partner, Vantage Partners
Session 402
Aligning the Organization Around External Innovation and a Partner-Centric Operating Model

Stuart Kliman is a founding partner of Vantage Partners LLC, and heads up Vantage’s alliance practice area. As such, he has worked to help clients build and implement the processes, tools, skills and structures necessary to more effectively manage key alliance relationships. In addition to the alliance space, Mr. Kliman has also worked extensively with organizations looking to engage in more value maximizing and integrated ways with key suppliers and customers.

Mr. Kliman is a regular speaker and writer on issues of alliance and key supplier relationship management.

Kevin Little, CSAP, PhD
Chief Scientific Officer, 3D Signatures Inc.
Session 405
Turn Conflict into an Advantage!

Kevin is the chief scientific officer of 3D Signatures Inc., overseeing the design, development and implementation of 3D’s research and clinical programs.

Kevin is an accomplished industry executive with a strong history of success in leading life sciences ventures through the creation of collaborative business ecosystems. Prior to his position at 3D, Kevin worked as an independent consultant, offering strategic advisory services to help facilitate new life sciences collaborations for public and private sector clients, including Thomson Reuters, Illumina, Janssen, McGill University, and the Global Alliance for Genomics and Health. Kevin previously led the PERFORM Centre, a $36 million health research and community services complex, as the founding chief administrative officer. Before returning to Canada to lead PERFORM Centre, Kevin spent several years leading the New Zealand government’s economic development efforts to build strategic investment relationships across the biotechnology industry sector.

Kevin holds a bachelor of science degree in biology from the University of Victoria, and earned his PhD in experimental medicine from McGill University, specializing in DNA repair and functional human genomics. During his PhD studies, he was part of a biotech start-up developing clinical assays to map the functional organization of the human genome. Kevin went on to complete a postdoctoral fellowship in translational neuroscience and clinical gene therapy at the University of Auckland in New Zealand. Kevin is a Certified Strategic Alliance Professional.

Lynda McDermott, CA-AM, MSOD, CSP
President, EquiPro International, Ltd.
Session 101
CA-AM Certification Exam Prep Workshop
Session 105
Next Gen Alliance Management: Moving your Organization to Ecosystem Performance Excellence

Lynda McDermott is President of EquiPro International, Ltd., an international management consulting firm which specializes in leadership, team and business development for Fortune 500 and medium-size companies and professional services firms. She is also an alliance management consultant for organizations working in strategic partnerships and joint ventures. Her client list includes such companies as Pfizer, Biogen Idec, PricewaterhouseCoopers, BMS, and Sanofi Pharmaceuticals.

MS. McDermott is co-author of the best-selling book World Class Teams (Willey). She is a Certified Speaking Professional with the National Speakers Association and is on the faculty of the Association of Strategic Alliance Professionals and received the Certification of Achievement-Alliance Management (CA-AM). MS. McDermott is an instructor for ASAP’s CA-AM certification exam prep workshop and TE-AM Alliance Training program, and is an ASAP Educator Provider Partner. MS. McDermott is a Phi Beta Kappa graduate of Miami University and has a Masters of Science in Organization Development from Bowling Green State University.

Lori McLaughlin
Corporate Communications Director, Anthem, Inc.
Session 306
Why Keep the Good News to Yourself? Internal Partnerships for External Promotion: How to Work with Your PR/Communications Lead

Lori McLaughlin serves as corporate communications director for Anthem, Inc., one of the largest managed health benefits companies in the United States serving one in eight Americans within 14 Blue Cross Blue Shield state affiliated plans, as well as 20 Medicaid plans.

In this capacity, she is responsible for communications plans, crisis communications, messaging, media training, and media response on such issues as the opioid crisis, oncology pathways, evidence-based medicine, outcome-based formulary, health disparities, comparative effectiveness research, real-world evidence, and medical necessity. Organizationally, she supports pharmacy and medical policy, pharmacy benefits management oncology, diabetes, behavioral health, AIM Specialty Health and HealthCore, the company’s outcomes research subsidiary.

Prior to joining Anthem, Lori held communications roles in the diagnostics industry and as a vice president for an integrated communications firm in Indianapolis. Earlier in her career, she worked as a journalist for daily and business newspapers covering everything from venture capital, information technology, economic development and city government.

Lori graduated from Indiana University with a bachelor’s degree in journalism and political science. She has been accredited in public relations by the Public Relations Society of America since 2004.
Charles McOsker, PhD
Senior Vice President, Technical Operations, BioMotiv LLC
Session 302
Strategic Perspectives on Emerging Drug Discovery Alliance Models

Charles McOsker has over 30 years of experience in both the pharmaceutical and biotechnology industries. He brings an extensive background in the management of multifunctional teams in drug discovery and development to his role as senior vice president of technical operations with BioMotiv. Prior to joining BioMotiv in 2012, Charles founded Airway Therapeutics, a biotechnology company created to develop promising therapeutics arising from the pulmonary research program of Cincinnati Children’s Hospital Medical Center. At Airway Therapeutics, Charles successfully managed the early stages of the company’s technology development and fundraising. Previously, Charles served as director of business development for the Drug Discovery Center at the University of Cincinnati where he was responsible for negotiating agreements with a potential value to the University of over $30 million.

Charles began his career at Procter & Gamble Pharmaceuticals. Over the course of 23 years, he held numerous management positions in drug discovery and development and was responsible for teams that discovered two products that successfully entered late-stage clinical development. He received his undergraduate degree in chemistry at Hope College in Michigan and his PhD in biochemistry and molecular biology at Cornell University.

Brian O’Shaughnessy
Partner, Dinsmore & Shohl, LLP, President & Chair of the Board, LES USA & Canada
Session 401
Reading Between the Lines: Living in Contract White Space

Brian O’Shaughnessy is an internationally recognized authority in licensing and commercial transactions involving intellectual property rights. He is a Partner in the Intellectual Property Practice Group of Dinsmore & Shohl, LLP residing in its Washington, DC office; and he is President and Chair of the Board of the Licensing Executives Society (USA and Canada), Inc. Mr. O’Shaughnessy provides strategies for IP owners to maximize value from their portfolios by creating strong international IP portfolios, implementing prudent IP risk avoidance strategies, and enforcing and/or defending IP rights in contested proceedings, including post-grant proceedings at the USPTO. He has been retained as a consulting and testifying expert witness in licensing disputes on behalf of private enterprise and the federal government. He works with life sciences companies in lifecycle management strategies, and in bringing and resolving Hatch-Waxman litigation.

His 30 years of experience as an IP attorney afford a diverse perspective, and facilitate creative and cost-effective solutions to intellectual property management.

Brian has served on the LES USA & Canada Board of Trustees since 2007. His Board duties have included responsibility for the Society’s public policy positions, amicus briefs, and external education, including congressional outreach. He has also served the LES Board as Trustee for Education; and he has been a long-time author and faculty member of various LES curriculum-based educational programs.

Brooke A. Paige, CSAP
Staff Vice President, Strategic Initiatives, and Chief of Staff, HealthCore, Inc.
Session 306
Why Keep the Good News to Yourself? Internal Partnerships for External Promotion: How to Work with Your PR/Communications Lead

Brooke Paige leads HealthCore’s Marketing, Communications, Alliance Management, Innovation and Strategy functions, and also serves as Chief of Staff.

Having worked in the biopharmaceutical industry for over 20 years, Brooke has worked with numerous commercial, development, research and academic alliances, and has been a frequent speaker on trends in the alliance space. Brooke served as a contributing author for both the CA-AM (Certificate of Achievement in Alliance Management) and CSAP (Certified Strategic Alliance Professional) credentialing exams, and has been an active member of ASAP since 2003.

Brooke earned an MSc in General Management from the Sloan Program at London Business School, and is a high honors graduate of Mount Holyoke College. She wrote her graduate thesis on “The Optimal Management of a Pharmaceutical Alliance.”

Brooke also spent several years living and working outside the US, largely in the United Kingdom, Germany, Japan and France.

Outside of work, Brooke is a “compete to complete” marathoner, and is a member of the Seven Continents Club—having completed marathons on all seven continents as of April 2011, as well as the World Majors in 2015.

Swati Prasad, PhD
Senior Manager, Business Development and Scientific Alliances, Charles River
Session 302
Strategic Perspectives on Emerging Drug Discovery Alliance Models

Swati Prasad is a senior manager, business development and scientific alliances, at Charles River, where she manages strategic partnerships with a focus on creative business models to increase value, penetrate markets and strengthen drug development portfolios. Previously, Swati managed external collaborations and partnerships at AstaZeneca Pharmaceuticals. She has extensive experience in large pharma, as well as in the CRO and life science industry with hands-on drug development experience across diverse therapeutic areas and entire lifecycle, from preclinical research to clinical development candidates. She holds a doctorate degree in chemistry from Tata Institute of Fundamental Research, India, an MBA from Wilmington University and a bachelors in classical music from Prayag Sangeet Samiti, India.

Jim Peters
Senior Client Partner, Global Head Succession Management, Korn Ferry Hay Group
Session 305
The Future Belongs to the Learning-Agile

Jim Peters is a Senior Partner in Korn Ferry International’s Leadership and Talent Consulting group. He is also the Global Leader for Succession Planning.

Mr. Peters joined Korn Ferry Hay Group in 2006 when the Firm acquired Lominger Limited and Lominger Consulting. He is responsible for the design, development, and implementation of talent management initiatives incorporating the intellectual property of Lominger.

Previously, Mr. Peters was the Global Managing Director of Lominger Consulting, Inc. (LCI), and responsible for the overall practice leadership for LCI’s global consulting engagements. His clientele has included Fortune 500 companies and many other diverse organizations. He has consulted with companies in over fifty countries.

Mr. Peters is considered an expert in the area of strategic human resource management, with a specific emphasis on strategic staffing, development, and succession planning. He is the co-creator of Lominger’s proprietary Succession Architect® tool set and its Talking Talent™ process for enhancing executive talent reviews.

Mr. Peters is an adjunct staff member for the Center for Creative Leadership and is certified in Benchmarks™ and “Tools for Developing Successful People.” He is a master certifier in the Leadership Architect® Suite of Tools and was the editor/owner of HR Strategies and Tactics newsletter.

Mr. Peters holds a master’s degree in organization science from the University of Wisconsin.
Michael is a member of ASAP.

Stefanie Schubert
PhD
Professor of Economics
SRH University Heidelberg
Session 104
Strategic Decision Making & Negotiations: Learnings from Game Theory and AM Practice

Stefanie Schubert is Professor of Economics at SRH University Heidelberg. Previously, she was assistant professor of organization theory and management at WHU-Otto Beisheim School of Management (Koblenz & Düsseldorf). Her expertise includes strategic decision making, managerial economics, and strategic alliances and networks. In addition, Stefanie is a consultant for strategic management with a particular focus on conceptual strategy development and strategic behavior. She has published in distinguished international journals, such as the Journal of Health Economics, Applied Economics and Small Business Economics. She received her PhD from University Duisburg-Essen and graduated from Heidelberg University.

Michael Segal
Director, Alliance Management, Corporate Development and Licensing, Sunovion Pharmaceuticals Inc.
Session 301
Maximizing the Power of Hybrid Alliance Management–Business Development (AM - BD) Organizational Structures to Meet the Demands of Strategic Alliances

Michael has worked in the life sciences for over 18 years with 6 years of experience working in hospital delivery; first as a physical therapist followed by supply chain operations. For the past 12 years he has worked in the medical device, biotech, and pharmaceutical industries holding a variety of roles including but not limited to: B2B marketing, project and program management, federal and state government affairs, federal market access, and most recently alliance management and business development. Michael currently works at Sunovion Pharmaceuticals as the director of alliance management supporting early, late stage, and commercial collaborations. Michael holds a BS cum laude from Northeastern University (Boston) and an MBA with high distinction from Bentley College (Waltham). Michael is a member of ASAP.

David S. Thompson, CA-AM
Chief Alliance Officer, Eli Lilly and Company
Session 102
Alliance Management 101

Learnings from Great Leaders

Session 405
Turn Conflict into an Advantage!

David is an internationally recognized alliance architect and alliance builder, specializing in making alliances productive and profitable with a track record of: designing and operating effective and efficient alliances; successfully managing and negotiating alliance conflict; and developing high performing alliance management teams. David has published over 20 articles on the topic of alliance management and has been sought out by Fortune 100 companies outside of the pharma industry to consult on their alliance management programs. David regularly teaches alliance management courses as a guest lecturer at universities and has taught scores of alliance managers not only from pharmaceutical and biotech companies, but also high tech, insurance, petroleum, funeral, automobile, and financial services industries. David also serves as a board member of the Association of Strategic Alliance Professionals.

Currently, David is the chief alliance officer at Eli Lilly and Company (Lilly). 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 and acquisitions at Lilly, working with Boehringer Ingelheim, Amlyn, Daichi Sankyo, and IMCLONE. 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.

Steve Twombly, CSAP
Vice President, Alliance and Integration Management (AIM), AstraZeneca
Cambridge, UK
Session 304
Alliance Management Learnings from Great Leaders

Steve has responsibility to continue to shape AstraZeneca’s alliance and integration strategy in line with more diverse and varied externalisation deals and further enhance AZ alliance and integration management capability to help position AstraZeneca externally as the partner of choice. Steve’s team leads the integration of all major acquisitions, the transitions for divestments, and management of alliances for AZ. Steve joined AZ in January 2015, after spending 26 years at Eli Lilly and Company where he was a founding member of Lilly’s Office of Alliance Management. Steve is a well published author in Pharmaceutical Executive, PLG’s Business Development & Licensing Journal, and Strategic Alliance Magazine and is a board member of the Association of Strategic Alliance Professionals. 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 Inc.
Session 303
The BioPharma Channel: Leveraging Practices from the High-Tech World to Drive Success

Janice M. Twombly, CSAP is president of The Rhythm of Business, Inc., providing thought leadership; expert partnering and strategic alliance management consulting, and related education to global companies, not-for-profit organizations and government agencies since 1999.

Twombly guides organizations through the earliest stages of developing their partnering strategies, governance, and capability. Working with the executive suite, she helps companies reach higher levels of alliance success by integrating partnering into all aspects of the business. She has worked with many life sciences and information technology companies, including Abbott, Astellas, AT&T, Bayer, Becton Dickinson, Biogen, Boehringer Ingelheim, EMC, IBM, ImmunoGen, Intel, Novartis, Sanofi, Shire, and Xerox.

A leader in the Association of Strategic Alliance Professionals (ASAP) for more than 15 years, Twombly serves on its Executive and Management Committee of the Board of Directors. She is editorial advisor to ASAP Media, publishers of Strategic Alliance Magazine and contributed to the Handbook of Alliance Management. She frequently presents at ASAP and other organization’s conferences and events. Together with business partner Jeffrey Shuman, she has a rich history of developing and publishing strategic and practical thinking that advances the art and science of partnering and alliance management.
Conference Speakers

David A. Vallo, MS, PMP
Senior Alliance Manager, Alliance Management, Pipeline Management, MedImmune
Session 404
Look At Us Now! Impactful Methods to Increase Your Alliance Management Maturity

David Vallo is a seasoned project and alliance management professional with over 18 years of biotech industry experience. David is currently a senior alliance manager at MedImmune, where he is responsible for the strategic management of key alliances as well as building alliance management capabilities and fostering a community of practice within MedImmune/AstraZeneca. He also established some of the processes/best practices for alliance management within research. In addition to his alliance management experience, David managed projects from early research through development stages, research stage alliances as well as clinical trials (including vendors) related to a vaccine candidate through Phase 2b.

Prior to joining MedImmune, David held numerous positions at other biotech companies, such as BioReliance and SRA Life Sciences, where he focused on project management and operations.

David earned his graduate degree in Biotechnology from Johns Hopkins University, an undergraduate degree from Virginia Tech and is PMP certified.

Cyrus Veeser, PhD
Professor of History, Bentley University
Session 304
Alliance Management Learnings from Great Leaders

Cyrus Veeser is professor of history at Bentley University. He works on the history of U.S. foreign relations, Caribbean history, and history of finance. His publications include A World Safe for Capitalism (Columbia Univ. Press, 2002) and Great Leaps Forward (Pearson, 2009), as well as articles in Diplomatic History, Business History Review, and International History Review. His current book project, The Roots of U.S. Internationalism: How War and Depression Launched the American Century, is forthcoming with Oxford University Press. Veeser holds a PhD in history from Columbia University, where his dissertation was awarded the Bancroft Prize. He has been a Fulbright, NEH and Charles Warren Center fellow.

Dr. David Williams
Chief Scientific Officer and Senior Vice President for Research, Boston Children's Hospital
President, Dana-Farber/Boston Children’s Cancer and Blood Disorders Center
Session 201
Conference Keynote
Realizing the Collaborative Advantage in Pediatric Research

Dr. Williams is chief scientific officer and senior vice president for research, Boston Children's Hospital and president of the Dana-Farber/Boston Children's Cancer and Blood Disorders Center. His laboratory has been continuously NIH funded since 1986. He has trained over 45 fellows and post-doctoral fellows and numerous residents and medical students in his laboratory, the majority of which are still in academic medicine. He is a member of the National Academy of Medicine (formerly Institute of Medicine). He has published over 250 peer-reviewed manuscripts, over 100 invited reviews and multiple textbook chapters. He is actively involved in gene therapy trials for blood, immunodeficiency and neurological genetic diseases and has been the investigator, co-investigator or sponsor (IND holder) of four previous gene therapy trials and is sponsor, investigator or co-investigator of four current trials. He was ASH Councilor for four years, then served for three years in succession as an officer, becoming president of ASH in 2014-2015 and also previously was president of the International Society of Hematology. Dr. Williams served as the editor-in-chief of Molecular Therapy from 2004-2009. He is co-founder of the Transatlantic Gene Therapy Consortium and the North American Pediatric Aplastic Anemia Consortium. His basic research has focused on hematopoietic stem cell biology, including genetic diseases of the blood and specifically molecular and biochemical analysis of the interaction between hematopoietic stem cells and the bone marrow supporting environment. He has multiple issued patents, several of which have been licensed including IL-11 (NeumegaTM) and the use of fibronectin in gene transfer (RetronectinTM).
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