Don’t miss the pivotal event of the year for alliance and partnering executives in health and life sciences.

Our job is more challenging than ever. We lead increasingly complex and diverse collaborations spanning industries and sectors. As our industries relentlessly evolve and interconnect, success or failure—in a global ecosystem of pharma leaders, biotech innovators, service organizations, providers, agencies, academia, patient advocates, and more—now hinges on the adroit leadership of partnering executives.

Your 2015 ASAP BioPharma Conference Attendance Offers:

- Nearly two dozen sessions bringing you the perspectives of visionary leaders and expert practitioners in partnering throughout the expanding healthcare and life sciences ecosystem
- Optimal event size to conduct business, maximize networking, and have deep peer-to-peer conversations
- Pre-conference workshop opportunities to hone your skills

How we lead makes all the difference. We must be strategic and proactive—and relentlessly focus on execution. As partnering executives, it’s our job to capture and deliver the value envisioned in every collaboration. The 2015 ASAP BioPharma Conference brings you the perspective of visionary leadership, the expertise to act amidst uncertainty, the rock-solid management foundation to engage stakeholders and integrate partnering throughout the business. Healthier outcomes for people—and billions in stakeholder revenue—hang in the balance.

Be a Part of the 2015 ASAP BioPharma Conference and Register Today!

To register and for more information go to www.asapweb.org/biopharma
Who Attends ASAP BioPharma Conferences?

ASAP BioPharma Conference Attendee Titles

- **50%** Director / Senior Director
- **21%** Manager / Sr. Manager
- **16%** CEO / VP
- **8%** Other
- **5%** Partner / Principal

International Attendees Reside In...

Australia, Belgium, Brazil, Canada, Denmark, France, Germany, India, Ireland, Italy, Japan, Netherlands, Poland, Saudi Arabia, Singapore, Spain, Switzerland & United Kingdom,

- **79%** United States
- **21%** International

Partial List of Past ASAP BioPharma Conference Attendees

- AbbVie
- Almirall, S.A.
- Amgen
- Alnylam Pharmaceuticals
- Astellas US
- AstraZeneca
- Availity, LLC
- Bayer HealthCare
- BD Medical - Diabetes Care
- Biogen Idec
- Bluestar Silicones
- Boehringer Ingelheim
- ChanTest Corp
- Children’s Hospital Boston
- Covance
- Cubist Pharmaceuticals
- Cytokinetics, Inc.
- Dr. Reddy’s Laboratories, Inc.
- Eli Lilly and Company
- Emergent BioSolutions
- Epizyme
- Eisai Co., Ltd.
- FORUM Pharmaceuticals
- F Hoffmann-La Roche AG
- Genentech
- Genzyme
- GlaxoSmithKline
- Grifols Diagnostic Solutions
- Harvard University OTD
- HealthCore
- ImmunoGen, Inc.
- INC Research
- Ipsen Pharmaceuticals
- Janssen Pharmaceutical Co
- JDRF
- Kadmon Pharmaceuticals
- Merck & Co
- Mersana
- Mundipharma International Limited
- Mylan
- Novartis
- OncoMed Pharmaceuticals, Inc.
- Parexel International
- Partners Healthcare
- Pharmaceutical Product Development, Inc. PPD
- PTC Therapeutics, Inc.
- Quintiles
- Revenue Storm
- The Rhythm of Business
- Sanofi
- Shionogi
- Shire
- Sunovion Pharmaceuticals
- Takeda Pharmaceuticals
- TEVA Pharmaceuticals
- Upsher-Smith Laboratories
- Vantage Partners
- Varian Medical Systems
- Vertex Pharmaceuticals
- X-Chem Pharmaceuticals

Stay up to date @ASAP_Global #2015BioPharma asapglobal

September 9–11, 2015
Boston, MA
Conference Plenary
Thursday, September 10th

Kick off the first full day of the 2015 ASAP BioPharma Conference with a multi-faceted exploration of

Leadership for the Ecosystem

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

Redefining Partnering in the Life Sciences and Healthcare Ecosystem

Heather Fraser, Global Life Sciences & Healthcare Lead, IBM Institute for Business Value

Our opening plenary presenter shares data and case studies that demonstrate why and how biopharma companies are partnering across the ecosystem and the alliance management challenges this presents. Ecosystems will transform much of the way the healthcare and life sciences industries operate today; therefore it is important to understand why ecosystems are beginning to emerge now; how they differ from traditional markets; what new incentives will emerge, and how individual organizations can respond. Biopharma alliance professionals must get out ahead of this fundamental shift, seizing opportunities and rooting out the risks as our organizations operationalize new partnering models in an increasingly interconnected network of new and existing partners.

As the Global Life Sciences & Healthcare Lead at the IBM Institute for Business Value, Heather Fraser and her team research and develop thought leadership on many industry-specific business issues. Recent studies have looked at the future of the life sciences industry in the healthcare ecosystems, connected medical devices; pharmaceutical development, manufacturing, and the supply chain; alliance management between pharma & biotech; emerging markets (China, Pharma R&D); surveys of the CxOs in Life Sciences, including the CEO, CIO, CFO, CMO and CSCO.
Alliance Leadership for the Healthcare Ecosystem

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

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

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

With over 21 years of broad industry experience, Cindy began her Pharma career in Canada as a Sales Representative. Cindy joined the Johnson & Johnson Family of Companies in 1999 and has held various USA and Global roles of increasing responsibilities, including Sales & Marketing, New Product Development, Business Development and Alliance Management Leadership. Cindy has been responsible for the leadership and oversight of some of Janssen’s largest global commercial alliances in addition to leading the global integration of Johnson & Johnson’s single largest asset, REMICADE®, back into the organization in 2011.

Continue the Exploration

Take the next step in the journey by participating in a variety of Deeper Dive sessions with the Thought Leaders who shared “quick takes” earlier, or exchange ideas with peers in solutions-focused roundtable discussions on a range of alliance leadership and management topics.

Connecting the Dots

Conclude the morning with your peers and connect the dots from each group’s findings, ideas, and key take-aways that will be sure to help us drive innovation and growth as we lead increasingly complex and diverse collaborations spanning industries and sectors.
A Few of the Other Sessions and Speakers

Alignment or Entrenched Positions? When Governance “Best Practices” Produce Undesirable Outcomes
Mike Berglund, CA-AM, Alliance Director, Lilly and Company
How many times have you facilitated a governance meeting where each partner already had their positions established? Avoid delayed decision making, potentially lost value, and increased risk by challenging the status quo and creating a more effective governance process by applying the tools of marketing psychology.

From the User’s Perspective: An Alliance Management Center of Excellence Success Story
Kentaro Hashimoto, PhD, Associate Director, Oncology Drug Discovery Unit, Pharmaceutical Research Division, Takeda Pharmaceutical Company Limited
Gray Hulick, CA-AM, Senior Director, Global Alliance Management, Takeda Pharmaceuticals
Jenny Rohde, CA-AM, Senior Director, Global Alliance Management, Takeda Pharmaceuticals

Do Alliance Management Centers of Excellence provide value to users and engage the extended community? Learn how Takeda’s ASAP Alliance Excellence Award winning Center of Excellence (COE) creates value for the users. Learn from the COE sponsors what to do and not to create a multi-faceted return on investment.

Making the Link between Alliance Deal and Alliance Life
Ben Gomes-Casseres, CSAP, Professor, Author, Consultant, Brandeis University, Alliance Strategy Consulting
Representatives from Bayer Healthcare

In many companies it is a challenge to have alliance management representation during the deal making process. Yet making that link between the alliance deal and alliance life is critical for making better deals and realizing the value envisioned at the deal stage. Managers from business development and alliance management will discuss and debate how they are learning to work together and the tensions they face.

Managing a Major Alliance Restructuring
Lena Frank, CSAP, Executive Director, Alliance and Program Management, Eisai
Kimberly Lamb, PhD, Director, Contracts & Strategic Partnerships, Epizyme

In today’s business environment, alliances often undergo fundamental change. This case study presentation delves into a recent restructuring in which the development and commercialization responsibilities were transferred from one party to the other. Tools, processes, and checklists for managing the transition will be shared, along with key lessons learned regarding planning and keeping teams engaged.

Blockbuster Product, Fragile Alliance: Leading the Drive for Change
Christine Carberry, CSAP, Senior Vice President, Quality, Technical Operations, Program and Alliance Management, Forum Pharmaceuticals
Jan Twombly, CSAP, President, The Rhythm of Business, Inc.

Despite many conflicts, stalemates, and too many legal letters, your drug is having remarkable development and commercial success. But the alliance itself is fragile, not achieving all it could and in danger of a bump in the road leading to disaster. This interactive session engages participants in how they take the lead and drive meaningful change.

The Manufacturing Alliance: The Link Between Your Commercialization Partner and Your CMO
Paul Gauthier, Director, Shire
Praveen Prasanna, Associate Director, Shire

The biopharma industry is becoming increasing reliant on outsourcing to CMOs (contract manufacturing organizations) requiring alliance managers to work with their manufacturing group and partner to ensure smooth collaboration along the chain as well as timely notification of any quality or process issues and risks that could impact supply. Learn what the risks are and how turning an outsourced relationship into a true partnership yields big dividends.

Non-traditional Partnership Models Spell New Opportunities for Alliance Managers
Geoffrey Collett, CA-AM, Director, Alliance and Integration Management, AstraZeneca
Lidia Martin, Head, Alliances, Partner Management and Integration, Almirall

Alliance managers in the biopharma industry now find themselves in the middle of acquisitions, divestitures, carve-outs, out-licensing, and an occasional co-development alliance. Savvy alliance managers are actively exploring opportunities to get involved and add value in support of “integration” activities resulting from acquisitions, divestitures, and other non-traditional partnership models. Hear from alliance managers on both sides of the deal in this case study presentation.

The Authorized Generic: Allying to Extend Value
Jean Rumsfield, CA-AM, Pharm.D., Global Alliance Management, Astellas
Colter VanStedum, Senior Director, Rx Business Development and General Manager, Alliances, Perrigo Pharmaceuticals

Authorized generics can provide a path to extend value when loss of exclusivity looms. Learn the facts about this strategy and hear the story of the Astellas-Perrigo collaboration and why proactive alliance leadership is essential to capitalize on the opportunity.

High Risk, High Stakes Negotiations
Renee Jansen, CA-AM, Principal, Vantage Partners

Alliance professionals face many complex and time-sensitive negotiations over the life of an alliance. Drawing on techniques used by US military officers to manage high-risk, high-stakes conflicts in hot spots around the globe, this interactive session helps alliance managers handle challenging situations and improve their results in managing conflicts and dealing with differences with their alliance partners.

To register and for more information go to www.asapweb.org/biopharma
Conference Registration & ASAP Membership Information

ASAP Membership

Save a minimum of $400

on your ASAP BioPharma Conference registration, become an ASAP member today! For more information contact ASAP's director of membership services Lori Gold at +1 781-562-1630 ext. 203 or lgold@strategic-alliances.org.

Conference Registration Rates

Full Conference Pass*

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Full conference pass includes session and food functions on Sept. 9 – 11. This fee does not include pre-conference workshops or hotel accommodations.

For more information or to register today go to www.asapweb.org/biopharma

Group discounts are offered for global and corporate members. Please contact Megan Campbell at mcampbell@strategic-alliances.org or call +1 774-256-1401 for more information.

Accommodations

Conference Headquarters

The Revere Hotel Boston Common

200 Stuart Street

Boston, MA 02116

+1 617.482.1800

www.reverehotel.com

ASAP room rate $279 + state and local taxes through 8/18/15. For more information visit www.asapweb.org/biopharma click on “Conference Location” or to reserve your room today go to http://tinyurl.com/BioPharmaRevere

Professional Development Workshop Opportunities

CA-AM Exam Prep Workshop

$899 ASAP Members

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

The CA-AM Exam Prep Workshop is designed to reinforce and refresh concepts covered in the CA-AM exam. Modules begin with a review of key alliance concepts and then moves to a case scenario analysis designed to encourage conversation and clarification of those concepts. Modules include Alliance Life Cycle Framework, Strategic Rationale and Readiness, Alliance Selection, Alliance Execution, Planning and Organizing Skills, and Management and Leadership Skills.

Alliance Management Workshop: Tools and Techniques

$899 ASAP Members, $999 Non-members

Jeff Hurley, CA-AM, Director, Alliance Management, Eli Lilly and Company

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

Steve Twalt, CSAP, VP, Alliance and Integration Management, AstraZeneca

Eli Lilly and Company is offering a training course for alliance managers. The course is a distillation of Lilly’s century of business alliance experience led by three of the most skilled alliance managers in the field. 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. ASAP would like to thank Eli Lilly and Company and AstraZeneca for donating all materials, IP, and instructors for this workshop.

Designing a Partnership that Works: Onboarding Your Partner

$899 ASAP Members, $999 Non-members

Candido Areche, CA-AM, Global Director of Portfolio & Partner Management, Six Sigma Black Belt, Xerox Worldwide Alliances

One of the most critical steps in developing an alliance is how to help the partner create value and rapidly close business from it. This experiential and interactive workshop was designed by Xerox for use in creating a framework for its partnership success. The workshop focuses on four planks or sections strategy, go-to-market / selling together, coaching and mentoring, and governance. Furthermore, the workshop helps those leading an alliance become more effective and efficient in managing the relationship. This workshop also provides organizations with the knowledge, direction, steps, and timeline needed to effectively market, sell, close, and deliver alliance opportunities by leveraging a joint strategy approach. “I was not sure what to expect when I saw this was a Xerox workshop and I am from the pharmaceutical industry, to my surprise the program was fantastic, Candido is one of the best facilitators I have ever had for any workshop.” - past workshop attendee from the biopharma space. ASAP would like to thank Xerox for donating all materials, IP and instructors for this workshop.

Register by:

September 9–11, 2015

Boston, MA

Stay up to date @ASAP_Global #2015BioPharma asapglobal
The ASAP Biopharma conference is the one place you can get in-depth information on the changing landscape of biopharmaceutical alliances. Boston is a great venue for this meeting given the rich biopharmaceutical community in the Northeast. The biopharma industry relies on collaborations to innovate, develop, and deliver new drugs. Collaborations are increasing, and making them successful requires specialized alliance management skills. Through my involvement in ASAP, I have been able to build a strong network and greatly enhance my alliance management experience.

Christine Carberry, CSAP
SVP, Quality, Technical Operations, Program & Alliance Management
FORUM Pharmaceuticals
ASAP Board Chairman

To register and for more information go to www.asapweb.org/biopharma