

Dates

Module A **October 7-8, 2009** (2 days)

Module B **November 2-3, 2009** (2 days)

Module C **December 8-9, 2009** (2 days)

Fees

Individuals: \$1950 USD per module

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

Corporate Offer: 3 Full Program registrations
 for \$15,000 USD

Note: Speakers & fees are subject to change.

Location

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

For Information and Registration

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Or visit us at:

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

Program Sponsor

Deloitte.

BioExec Institute

The Inside Story and Network to BioPharma

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

Program Description

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

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

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

Who Should Attend:

- Directors
- VP-level management

Advantages

You will leave this program with these skills:

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

Program Schedule:

Module A - Creating Value - October 7 & 8

[Day 1] BioProduct Development & Management

[Day 2] Manufacturing & Operations



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Module B - Managing Value - November 2 & 3

[Day 3] Life Cycle Management

[Day 4] Political & Regulatory Strategies

Module C - Growing Value - December 8 & 9

[Day 5] Internal Strategy - Portfolio and Marketing Strategies

[Day 6] External Growth - Identifying and Executing Deals

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

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

Speakers (partial list)

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

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

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

Casper De Clercq, Venture Partner, US Venture Partners

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

Mark Edwards, Managing Director, Deloitte Recap

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

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

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

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

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

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

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

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

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

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

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

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

Kuo Bianchini Tong, Founder & President, Quorum Consulting