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Annual

BPSS BioPharma
Strategy Series

STRATEGIC ALLIANCE MANAGEMENT CONGRESS

IN-PERSON • VIRTUAL

Optimize Partnerships, Build Relationships and Maximize Alliance Management Value

MAY 9-10, 2023

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Cambridge Healthtech Institute's STRATEGIC ALLIANCE MANAGEMENT CONGRESS

About the Event

The development and successful approval and distribution of new drugs and therapies increasingly relies on the strategic partnerships forged across pharma, biotech, academia, tech and beyond. At the same time globalization, digital transformation, economic factors, and other industry forces are bringing about more mergers and acquisitions, and partnerships between vastly different organizations. For these partnerships to be successful and mutually beneficial, alliance management must manage the process and people efficiently and effectively. The quantity, scope, and complexity of these alliances has ushered in new alliance models, innovative strategies, and best practices to maximize value.

Cambridge Healthtech Institute's 20th Annual Strategic Alliance Management Congress will bring together alliance management, business development, project management, technology transfer, licensing professionals and consultants to network and share experiences, best practices, tools, insights, and perspectives in the art of building and managing relationships and optimizing the value of your partnership portfolio.



"This was a great conference and it provided excellent foundational principles for organizations that are looking to create a Strategic Alliance Position or enhance their current Alliance Management function."

- Patrick Kennedy, Alliance Manager, Nationwide Children's Hospital

Your Safety Is Our Top Priority



To ensure maximum safety, CHI has instituted mandatory health and safety protocols for all attendees, exhibitors, speakers, and staff who attend in person.

Attendees who cannot participate because of this policy, or due to travel restrictions, are encouraged to participate using our highly praised virtual event platform. Our virtual events are designed to provide you with an in-person experience at your convenience, anywhere, anytime. We are actively following news and recommendations around COVID-19. These protocols are subject to change as we continue to learn more. All in-person attendees must: Have a negative COVID-19 test result from an FDA-authorized over-the-counter antigen test within 24 hours prior to arriving at the event. **You will be asked about your results at registration. CHI recommends all attendees: Have an updated COVID-19 vaccination and wear a mask in public spaces at the event.**



TUESDAY, MAY 9

7:30 am Registration and Morning Coffee

8:25 Organizer's Welcome Remarks

ADDRESSING CHALLENGES IN AN EVER-CHANGING ALLIANCE MANAGEMENT LANDSCAPE

8:30 Chairperson's Remarks

Steven Pessagno, Alliance Director, Worldwide Business Development, GSK

8:35 The Role of Medical Affairs in Alliance Success

John Hairston, MD, Senior Medical Director, Oncology, US Medical Affairs, Astellas

The medical affairs team has an increasingly important role to play in today's healthcare ecosystem. In the structure and operations of an alliance they should be on equal footing with the development and commercial teams, but too often they are not. Gain insight on the importance of providing medical affairs with its own governance process and budget. Explore leading practices for collaborating on publications processes and other value-creating activities.

9:05 Public Financial Reporting of Alliances

Katherine Kendrick, Head of Alliance Management, Jazz Pharmaceuticals

How much attention do you pay to the information your strategic partners present in their financial public disclosures? Often our primary concern is the disclosure content related to the specific alliance we partner on; however, the value of following closely the full scope of a company's corporate financial reporting can add significant value to the alliance, your company, and your career.

9:35 PANEL DISCUSSION: Going Commercial – What Every Alliance Manager Needs to Know

Moderator: Jan Twombly, President, The Rhythm of Business

When an alliance begins to plan for commercialization, there are new people engaged, different decisions to be made, and new issues that emerge. Our panel discusses their keys to delivering value and managing the risks in various commercial models. They share success factors and pitfalls related to market access, key accounts management, coordinating across territories, promotional review, and more topics that can help make the difference in commercial success.

Panelists:

Judith G. Baselice, Director, Worldwide Business Development Alliance Management, Pfizer Inc.

Brian Stewart, Executive Director, Global Business Development & Head Alliance Management, Apellis Pharmaceuticals

Mary Jo Struttman, Executive Director, Global Alliance Management, Astellas Pharma

10:20 Positive Influence: The Alliance Professional's Superpower



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

You have knowledge, insight, and understanding of your partners that no one else does. That gives you the power to guide your alliances to find innovative approaches to overcome differences and align actions, drive decisions, and solve problems. It is simultaneously the most valued skill and the most difficult to master for an alliance professional. This session offers a simple process of inquiry for systematically making use of that knowledge to create value and manage risk.

10:50 Networking Coffee Break

11:20 Alliance Management Post M&A: Considerations for Integrating or Ending Partnerships

Steven Pessagno, Alliance Director, Worldwide Business Development, GSK

How alliances are integrated or ended following an M&A transaction is critically important to realize the value of any deal as well as to manage significant risks for the transaction. This presentation will provide best practices to implement and pitfalls to avoid in order to ensure Alliance Management is appropriately wired into an integration- or separation-management program.

11:50 The "Right Way" to Terminate an Alliance

Christopher Salvatore, Executive Director, Alliance Management, Amicus Therapeutics

There are many reasons why a company may want to terminate an alliance – priorities have changed, fundamental differences about business decisions, or the alliance may not have yielded the value anticipated. Whatever the reason, the parties must follow the correct procedures for termination. This presentation will demonstrate how the alliance manager can help steer their organization through this process while minimizing damage to the relationship or their reputation.

12:20 pm Networking Lunch

BEST PRACTICES AND SUCCESS STORIES IN ALLIANCE MANAGEMENT

1:35 Chairperson's Remarks

Aida Bendt, Senior Director, Head of Alliance Management Oncology R&D, AstraZeneca

1:40 Managing Academic Alliances – What Is Different and How to Deal with Them Successfully?

Kasandra Cisneros, Program Manager, Strategic Alliances, Mount Sinai Innovation Partners

Academic alliances represent a great opportunity to access ground-breaking innovation. At the same time, differences and potential pitfalls need to be actively addressed to ensure mutual success. Learnings from several academic alliances will be shared, focusing on what to look out for, where AM practices might differ and what options can be applied to ensure interests of academic partners can be met without putting the biotech/pharma interests at risk.

2:10 Business Development and Alliance Management Collaboration: Ensure Effective Deal-Making and Beyond

Beth Odeh-Frikert, PhD, Head SSF Global Alliance and Asset Management, Pharma Partnering, Genentech

Business Development and Alliance Management collaboration is critical not only for the success but also for the expansion of our partnerships. Early involvement of Alliance Management on Business Development deal teams is essential to incorporate input prior to finalizing the contract. Also very often new opportunities can develop from an existing collaboration and often these new deals are led by Alliance Management, leveraging experience from Business Development.

2:40 Launching a Co-Creation Alliance: How Research Drives the 2seventy Bio and Novo Nordisk Collaboration

Kevin Little, PhD, CSAP, Senior Director, Alliances, Early Innovation, Outreach and Alliances, Novo Nordisk

John Moore, PhD, Associate Director – Gene Editing, 2seventy bio

How do you partner when combined expertise is needed to design a new solution with an uncertain path to market? In this session, both partners describe our early co-creation alliance to develop a next-generation gene editing therapy for haemophilia. What were our organizations looking for, and what did we do differently from before? We highlight how this collaboration structure allows sharing and innovative science to direct decisions and deliver synergies.

3:10 Networking Refreshment Break

3:40 Alliance Management in Continuous Pursuit of Excellence

Aida Bendt, Senior Director, Head of Alliance Management Oncology R&D, AstraZeneca

David Vallo, Senior Director, Head of Alliance Management, Business Development & Licensing, BioPharmaceuticals R&D, AstraZeneca

Hear from the AstraZeneca R&D Alliance Management leaders on how their teams strive to be more agile and innovative within an ever-evolving and dynamic R&D partnering space. They will share insights into creative ways they have enhanced their best practices, tool kits, and developed innovative platforms to support the organization and optimize their ways of working. In addition, they will discuss details behind their Alliance Management Community of Excellence.



4:10 Creating and Managing Governance Structures for Complex Alliances

Annlouise Goodermuth, Senior Director, Alliance Management, Everest Medicines

There are various structures to alliances and partnerships, with one key constant: The need for a well-established and defined governance to provide the environment needed to make and implement critical decisions important to enable success. Governance is not a difficult concept. Given there is no one-size fits all model, identifying specific needs of the partnership can pose challenges. This session will explore different approaches and offer tips for effective governance.

BREAKOUT DISCUSSIONS

4:40 IN PERSON ONLY: Breakout Discussions

Breakout Discussions are informal, moderated discussions, allowing participants to exchange ideas and experiences and develop future collaborations around a focused topic. Each discussion will be led by a facilitator who keeps the discussion on track and the group engaged. To get the most out of this format, please come prepared to share examples from your work, be a part of a collective, problem-solving session, and participate in active idea sharing. Please visit the Breakout Discussions page on the conference website for a complete listing of topics and descriptions.

TABLE 1: Launching Alliances Effectively

Brian Stewart, Executive Director, Global Business Development & Head Alliance Management, Apellis Pharmaceuticals

Steve Twait, President, Integrated Alliance Management LLC

A robust launch is the most efficient way to set up a relationship for success. This group will explore some of the challenges and best practices for launching an alliance for success.

TABLE 2: Strategies to Ensure Effective and Agile Alliance Governance

Annlouise Goodermuth, Senior Director, Alliance Management, Everest Medicines

John Moore, PhD, Associate Director – Gene Editing, 2seventy bio

Good Governance is one of the most important elements to ensuring alliance success and effective partnerships but can be particularly challenging when managing large alliances with multiple programs. This group will discuss strategies to create an effective governance structure for such alliances.

TABLE 3: Alliance Health Checks

Karen Coffman, Director Alliance Management, Oncology Business Development & Licensing, AstraZeneca

Jan Twombly, President, The Rhythm of Business

Performing alliance health checks can be a key factor in ensuring ongoing success of your alliances and identifying potential issues early on. This roundtable will share various strategies and frameworks for performing alliance health checks and discusses steps to take post check to improve the health of your alliances.

5:40 Close of Day

WEDNESDAY, MAY 10

8:00 am Registration and Morning Coffee

EXPLORING CAREER PATHS IN ALLIANCE MANAGEMENT

8:25 Chairperson's Remarks

Steve Twait, President, Integrated Alliance Management LLC

8:30 PANEL DISCUSSION: Building AM Teams and Navigating AM Career Paths – Lessons from the Trenches

Moderator: Steve Twait, President, Integrated Alliance Management LLC

This presentation is meant to trigger a dialogue towards being more intentional with how we grow and how we become effective leaders in Alliance Management. Explore, from both team lead and team member, questions to

guide your personal and organizational goals. Consider facets of experiences, responsibilities, and relationships you want to build into your professional skill set and nurture in your team.

Panelists:

Katherine Kendrick, Head of Alliance Management, Jazz Pharmaceuticals
Tameka Nicholson, Senior Director, Alliance and Integration Management, Business Development Operations, AstraZeneca

Nisha Zaidi, PhD MSc, Vice President, Global Alliances, Strategy and Business Development, Bristol Myers Squibb

9:15 Expanding Capabilities beyond Managing Alliances

David Williams, Senior Alliance Director, GlaxoSmithKline

The role played by alliance management professionals often varies across the industry. While alliance management in any form is a value generating capability for biopharma companies, there are value amplifying opportunities that are often left on the table. Understanding these opportunities, and implementing a game plan to unlock them, can move you from a valuable team member to a trusted partner and strategic influencer.

9:45 An Extension of Your Team: Effective Collaboration in Drug Discovery Alliances

Jake Beverage, Vice President, Alliance Management, AbCellera Biologics

Alliances focused on leveraging drug discovery technology to generate potential drug candidates represent a key sector of partnerships in the life sciences. These alliances are unique in their intensity of scientific integration and require a high degree of trust, flexibility, and transparency to achieve optimal outcomes. This presentation will delve into the characteristics of these alliances, their opportunities and challenges, and will discuss best practices to achieve collaboration success.

10:15 Networking Coffee Break

CONTRACT MANAGEMENT BEST PRACTICES

10:45 IN-DEPTH WORKSHOP & INTERACTIVE CASE STUDY: Adding Value through Contract Creation, Implementation, and Management

Mark Dresen, Manager, Alliance Management, Eli Lilly & Co.

Brent Harvey, Executive Director, Alliance Management and M&A Integration, Eli Lilly & Co.

David S. Thompson, Chief Alliance Officer, Eli Lilly & Co.

This session will help attendees focus on value-adding efforts throughout the various phases of alliance contracting, from the first stage of risk mitigation during contract development, into implementation and kickoff of the new alliance, to the steady state of the alliance where unanticipated issues can cause great risk or uncertainty but may also provide great potential for reward.

12:15 pm Networking Lunch

NOVEL PARTNERSHIPS ADVANCING INNOVATION AND ACCELERATING PHARMACEUTICAL R&D

1:30 Chairperson's Remarks

Annlouise Goodermuth, Senior Director, Alliance Management, Everest Medicines

1:35 PANEL DISCUSSION: AM for AI, Platforms, and DTx: The Role of Alliance Management in Healthcare Tech

Moderator: Irina Furman, Director, Strategic Alliances and Program Management, Mount Sinai Innovation Partners

Innovative new technologies are changing the face of the biopharma industry – digital research platforms, diagnostics, and therapeutics are impacting the industry from early drug discovery to clinical trials to delivery of care. This



panel will discuss the unique challenges of and opportunities in partnering with healthcare tech companies, and the role of Alliance Management in digital and platform R&D alliances.

Panelists:

Annlouise Goodermuth, Senior Director, Alliance Management, Everest Medicines

Sarah Jackson, Director, Business Development and Alliance Management, Click Therapeutics

Kevin Little, PhD, CSAP, Senior Director, Alliances, Early Innovation, Outreach and Alliances, Novo Nordisk

2:20 Advocacy Alliances: Advantages and Opportunities for Industry

Kendall Davis, Director, Patient Advocacy Strategy, Center for Rare Diseases, ICON

Novel partnerships between advocacy organizations and drug developers are emerging as a driving force behind new therapeutic advancements and innovation. Partnerships between advocacy and industry play a unique role in assuring new medications in development are positioned to best meet the needs of patients and open up a new category of opportunities for alliance managers.

2:50 Networking Refreshment Break

BREAKOUT DISCUSSIONS

3:05 IN PERSON ONLY: Breakout Discussions

Breakout Discussions are informal, moderated discussions, allowing participants to exchange ideas and experiences and develop future collaborations around a focused topic. Each discussion will be led by a facilitator who keeps the discussion on track and the group engaged. To get the most out of this format, please come prepared to share examples from your work, be a part of a collective, problem-solving session, and participate in active idea sharing. Please visit the Breakout Discussions page on the conference website for a complete listing of topics and descriptions.

BREAKOUT DISCUSSION: TABLE 4: Establishing Alliance Management as a Strategic Brand in Your Organization

Jan Twombly, President, The Rhythm of Business

David Williams, Senior Alliance Director, GlaxoSmithKline

BREAKOUT DISCUSSION: TABLE 5: Developing Alliance Management Key Performance Indicators: What Should be Considered?

Steve Twait, President, Integrated Alliance Management LLC

David Vallo, Senior Director, Head of Alliance Management, Business Development & Licensing, BioPharmaceuticals R&D, AstraZeneca

This table will consider approaches to establishing KPIs to measure alliance performance and utilizing alliance metrics effectively at individual alliance and alliance portfolio levels.

BREAKOUT DISCUSSION: TABLE 6: Alliance Management's Role in Minimizing Risk and Maximizing Value Creation

Karen Coffman, Director Alliance Management, Oncology Business Development & Licensing, AstraZeneca

Nancy Griffin, Cairn Consulting Group

Many organizations strive to create a flexible, fit for purpose operational framework across the Alliances Portfolio to effectively apply resources to drive value creation. This group will discuss the importance of alliances to the organization, and best practices to drive value and minimize risk.

4:05 Close of Summit



SPONSORSHIP AND EXHIBIT OPPORTUNITIES

Whether you're targeting the entire conference, topic-specific communities, or individual, high-level decision-makers, we offer a variety of methods to access our esteemed delegation.

PODIUM PRESENTATIONS - Available within Main Agenda!

Showcase your solutions to a guaranteed, targeted audience through a 15- or 30-minute presentation, breakfast, lunch, or a pre-conference workshop. Package includes exhibit space, on-site branding, and access to cooperative marketing efforts by CHI. Lunches are delivered to attendees who are already seated in the main session room. Presentations will sell out quickly! Sign on early to secure your talk.



INVITATION-ONLY VIP DINNER/HOSPITALITY SUITE

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



FOCUS GROUP

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

USER GROUP MEETING/CUSTOM EVENT

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



EXHIBIT

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

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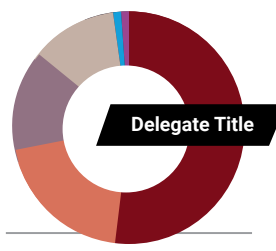
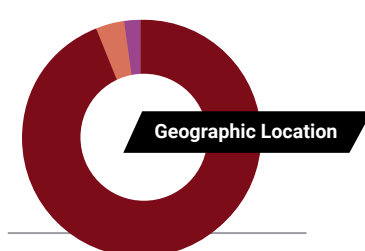
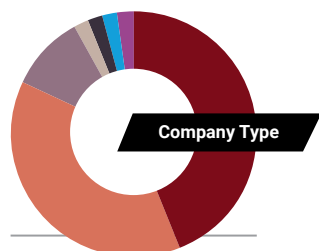
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2022 Attendee Demographics



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Who Attends

Sample List of Strategic Alliance Management Congress 2022 Attendees:

AbbVie Inc, Head Academic Collaborations	CSL Behring, Director Alliance Management	Janssen R&D LLC, Director Alliance Management	ResMed Corp, Sr Manager
AbbVie Inc, VP & Head	Dicerna Pharmaceuticals Inc, Sr Director Alliance Management	Jazz Pharmaceuticals Inc, Head of Alliance Management	SAGE Therapeutics, Head
AstraZeneca, Associate Director Alliance Management	Elanco Animal Health, Sr Advisor Strategic Alliance Management	Jnana Therapeutics, CBO	Santen Inc, VP & Head
AstraZeneca, Director & Head	EQRx Inc, Sr Director Alliance Management	Johnson & Johnson, VP Business Development	Scribe Therapeutics Inc, Sr Manager
AstraZeneca, Director Alliance Management	EQRx Inc, VP Alliance Management	Kite a Gilead Co, Associate Director Alliance Management	Scribe Therapeutics Inc, VP Program Management
AstraZeneca, Director Alliance Management & Business Development & Licensing	Everest Medicines, Exec Director Alliance Management	Kite Pharma a Gilead Co, Sr Director Alliance Management	SK Biopharmaceuticals Co Ltd, Associate Alliance Manager
AstraZeneca, Director Business Development Operations	Everest Medicines, Sr VP Alliance Management & Head	Kyowa Kirin Pharmaceutical Dev, Associate Director Alliance Management & Business	Sunovion Pharmaceuticals Inc, Exec Director Alliance Management
AstraZeneca, Sr Alliance Manager	Halozyne Therapeutics, Program Lead & Sr Director Alliance Management	Lantheus Medical Imaging, Director Alliance Management & Regional Business Development	Takeda Pharmaceuticals Inc, Director Global Alliance Management
AstraZeneca, Sr Director Alliance & Integration Management	Halozyne Therapeutics, Sr Director Alliance & Program Management	LianBio, VP Alliance	Takeda Pharmaceuticals Inc, Sr Director Global Alliance Management
AstraZeneca, VP Alliance & Integration Management	Harvard Medical School, Professor of the Practice	Massachusetts General Hospital, Director Strategic Alliances	The Rhythm of Business, President
Beam Therapeutics, VP Alliance Management	Healthcare Distribution Alliance, Sr VP State Gov Affairs & Alliance Development	Massachusetts General Hospital, Research Alliance Manager	Univ of Michigan, Associate Director Business Development
Boehringer Ingelheim Pharma GmbH & Co KG, Global Head of Alliance Management	I Mab Biopharma Co Ltd, Manager	Mirati Therapeutics Inc, Associate Director	Verastem Oncology, VP & Head of Business Development
Bolt Biotherapeutics Inc, Director Alliance Management	I Mab Biopharma Co Ltd, Sr Director	Mount Sinai Health System, Director Alliance Management	WAVE Life Sciences, Associate Director Alliance Management
Bristol Myers Squibb Co, Associate Director & Lead	ICON plc, VP Business Development	Mount Sinai Innovation Partners, Associate Director Alliance Management	WAVE Life Sciences, Sr Director Alliance Management
Bristol Myers Squibb Co, Director Global Alliances	IGM Biosciences Inc, Business Development & Alliance Associate	Mount Sinai Innovation Partners, Program Manager	
Calico Life Sciences LLC, Director Project Management	ImmunoGen Inc, Head Alliance Management	Nektar Therapeutics Inc, Exec Director Alliance Management	
Cancer Research UK, Associate Director Commercial Partnerships	Incyte Corp, Sr Director Alliance Management	New Enterprise Associates NEA, General Partner	
Century Therapeutics Inc, CBO	Informa Pharma Intelligence, Sr Writer	Otsuka Pharmaceutical Dev & Commercialization Inc, Sr Director Alliance Management	
Click Therapeutics Inc, Director Business Development & Alliance Management	Janssen Global Svcs LLC, Director Alliance Management	PharmaMar USA, Global Alliance Manager & Associate Director Oncology Business	
Click Therapeutics Inc, Sr Mg Business Development & Alliance Management	Janssen Pharmaceuticals Inc, Director Strategic Communications & Learning		

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Standard Rate after March 31, 2023 \$2,895

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Have your colleagues or entire team attend the 20th Annual Strategic Alliance Management Congress. Purchase one full price registration here and participants from the same organization will receive 25% off when registering through the Group Registration page. For more information on group discounts, contact Uma Patel at 781-972-5447.

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Includes post-event recorded access to the conference. Does not include access to live Q&A or networking.

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