

21st
Annual

STRATEGIC ALLIANCE MANAGEMENT CONGRESS

Optimize Biopharma Partnerships, Cultivate Strong Relationships,
and Maximize the Value of Alliance Management

June 11-12, 2024

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About the Event

In the ever-evolving landscape of biopharmaceuticals, the key to innovation and market access lies in forming powerful partnerships. The ability to effectively launch, and systematically and effectively manage these partnerships, has become a strategic imperative. Alliance Management, the heart and soul of collaborative success, serves as the catalyst for generating substantial value, eliminating roadblocks, and achieving alliance objectives.

Now celebrating its twenty-first year, Cambridge Healthtech Institute's **Strategic Alliance Management Congress** brings together the best and brightest alliance management, business development, and licensing professionals. This is where the magic happens—join the vibrant dialogue, explore illuminating case studies, and unearth the essential components that foster thriving partnerships and successful alliance teams and portfolios.

Be part of the community and take your career to the next level. Gain strategic insights, explore proven tools, and adopt transformative perspectives from the leaders who are redefining and advancing the art of alliance management.



“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



TUESDAY, JUNE 11

7:45 am Registration and Morning Coffee

8:30 Organizer's Welcome Remarks

MORNING MEET & GREET ICEBREAKER

8:35 Chairperson's Remarks

Steven Pessagno, Executive Director, Alliance Management, Business Development, GSK

8:40 Networking Meet & Greet

Steven Pessagno, Executive Director, Alliance Management, Business Development, GSK

Jumpstart your conference experience with a lively morning speed networking! This informal networking session is the perfect chance to meet fellow participants and connect with your conference peers right from the start. Grab a cup of coffee, engage in conversations, and kick off the conference with a bang. Don't miss out on this fantastic opportunity to make new connections, share insights, and lay the groundwork for a memorable conference journey.

FRAMEWORKS AND STRATEGIES TO OPTIMIZE IMPACT AND VALUE

9:10 Strategies to Structure Internal Alignment and Decision-Making Frameworks

Annlouise Goodermuth, Executive Director, Business and Alliance Management, Moderna

This presentation explores strategic approaches to structure internal alignment and decision-making frameworks emphasizing the pivotal role of Alliance Management in fostering collaboration and synergy with both internal and external partners. Strategies for assessing and enhancing alignment among teams, departments, and leadership will be discussed, with a focus on the role of clear communication, shared values, and common goals.

9:40 From Collection to Collaboration: Mastering Alliance Data

Steven Pessagno, Executive Director, Alliance Management, Business Development, GSK

Explore the intricacies of effectively managing alliance data within an organization and with your alliance partner. Which strategies and frameworks can be deployed to effectively collect, store, organize, and seamlessly share alliance data within your organization and with your alliance partner? Gain practical techniques to enhance alliance data management, fostering a culture of collaboration and innovation across the organizational landscape.

10:10 Coffee Break

10:40 Discovery and Preclinical-Stage Alliances with Academia: Opportunities & Challenges

Stefan Walke, Global Head of Alliance Management, Boehringer Ingelheim

Academic institutions offer rich collaboration opportunities due to their focus on cutting-edge innovation. This presentation will address unique challenges alliance managers face and provide examples and practices on how to bridge the fundamental differences in such collaborations to achieve mutual success. Insights gained extend beyond academia and are also applicable to collaborations with other partners, such as biotech and digital companies.

11:10 PANEL DISCUSSION: Alliance Management Models: Differing Approaches Across Organizations

Moderator: Adam Kornetsky, Principal, Vantage Partners

Panelists:

Jake Beverage, Vice President, Alliance Management, AbCellera

Julia Gershkovich, North America Hub Business Partner, Alliance Management, Sanofi

Jonathan Kern, Vice President, Global Alliances, AbbVie



11:55 Guiding Your Joint Steering Committee to Become a Beacon of Collaborative Leadership

Jan Twombly, President, The Rhythm of Business

Leading alliances do better at aligning around a strategy and making decisions in a timely manner so that they realize their intended value. One reason? Their Joint Steering Committees (JSC) are more effective. This presentation shares data gathered over the past four years from codevelopment and cocommercialization alliances to demonstrate how alliance professionals can guide their JSCs to provide leadership and empower teams to produce results.

12:25 pm Enjoy Lunch on Your Own

MONITORING AND MANAGING THE HEALTH OF YOUR ALLIANCE PORTFOLIO

1:40 Chairperson's Remarks

Brian Stewart, Executive Director, Alliance Management, Global Business Development, Daiichi Sankyo

1:45 Monitoring and Understanding Your Alliance Partner's Financial Health

Kristen Van Such, Associate Director, Alliance Management, Jazz Pharmaceuticals

Learn how a basic understanding of financials can help you better support alliances. We will discuss and practice how alliance managers can pulse-check a partner's financial health to gain valuable insights on behaviors, anticipate future inflection points, mitigate alliance risks, and identify new opportunities.

2:15 Cyberattack: Keeping Your Alliance Afloat during an Attack—It's Not a Question of If, but When

Danielle Martinez, PhD, Associate Director, Alliance Management, Jazz Pharmaceuticals Inc.

If your alliance has not yet been impacted by a cyberattack, it is highly likely in the future. Are you prepared to deal with the outcomes of an attack? What happens if you suddenly have no access to your alliance's information and data? Do you have an agreed upon plan on who does what between the alliance partners when an attack occurs?

2:45 Refreshment Break with Exhibit Viewing

EVOLVING PARTNERSHIPS IN A CHANGING BIOPHARMA LANDSCAPE

3:15 The Opportunities and Challenges of Cross-Border Alliances Focused on Drug Development and Commercialization in Greater China

Sharon Morgenbesser, PhD, Head, Alliance Management, AffaMed Therapeutics

The number of alliances focused on bringing clinical- or commercial-stage therapeutics from the US and EU into greater China is on the rise. These deals provide opportunities for partners to create value in China and share risks globally, but they have many challenges. I will share best practices that can be used by all parties during the entire alliance lifecycle to maximize efficiency and help ensure a harmonious working relationship.

3:45 Alliances, Evolutions, and Graceful Exits—A Perspective

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

Change is the only constant, and alliances are no exception. When starting an alliance, we might envision a long-term collaboration. However, changing circumstances—both externally and internally—may require restructuring the partnership through transformation or innovation. In some cases, partners may conclude that there is no viable future for the alliance and that exiting gracefully is the best solution. This session will discuss how to transform, innovate, or exit alliances gracefully.

4:15 Interactive Breakout Discussions

Interactive 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 Interactive Discussions page on the conference website for a complete listing of topics and descriptions.

TABLE 1: Creating and Managing Governance Structures in Complex Alliances

Christopher Black, Head, Corporate Alliance Management & Integration, Merck
Alex Lomonosov, Alliance and Integration Management Executive

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.

- What tactics can be employed to align internal stakeholders and promote information sharing across the organization?
- When should you consider adjusting a governance structure?
- What are the characteristics of an agile governance process? **TABLE 2: Performance Metrics and Evaluation: What Should be Considered?** *Jan Twombly, CSAP, President, The Rhythm of Business* This table will consider approaches to establishing KPIs to measure alliance performance and utilizing alliance metrics effectively at individual alliance and alliance portfolio levels.
- What process and tools can be used to define metrics with alliance partners?
- What metrics could be used to track actions taken to proactively mitigate business, human or legal risk in an alliance?
- Who are the stakeholders you should involve in the development, tracking, and reporting of alliance metrics? **TABLE 3: Building and Managing Platform Alliances** *Andrew Park, Alliance Director R&D Business Development, GSK* Platform alliances are becoming more prevalent as pharma and biotech partner to exploit the potential of joining expertise in traditional modalities with a novel technology platforms. This group will discuss trends in the space, and exchange ideas on creating value and ensuring successful outcomes.
- Understand the role of Alliance Management in establishing and managing platform alliances
- What strategies can be leveraged to improve likelihood of success?
- Discuss various platform alliances, which have achieved success and which have not, and what can be gleaned from these successes and failures

5:15 Welcome Reception with Exhibit Viewing

6:15 Close of Day

WEDNESDAY, JUNE 12

8:00 am Registration and Morning Coffee

BEST PRACTICES AND SUCCESS STORIES IN ALLIANCE MANAGEMENT

8:25 Chairperson's Remarks

Scott Bertetti, Executive Director & Global & US Brand Lead, Oncology, Bayer Pharmaceuticals

8:30 PANEL DISCUSSION: Building Bridges, Creating Value: The Crucial Role of Alliance Management in Integrations

Moderator: Brian Stewart, Executive Director, Alliance Management, Global Business Development, Daiichi Sankyo

Explore the nuanced strategies employed by leaders in Alliance Management and Integration in overcoming the challenges of integrations—navigating cultural differences, governance & decision-making, and operating models. Discuss skills and tactics that can be employed by both, perspectives from acquiring company and acquired company, and lessons learned (what has gone well and what could be improved upon) from experiences thus far.

Panelists:

Kristin Eibisch, Director, Alliance Management, EMD Serono, The Healthcare business of Merck KGaA, Darmstadt, Germany

Kathy Galle, Executive Director, Alliance Management, GSK

Marsha Ledder, Senior Director, Alliance Management, GSK

Timothy Salfi, Executive Director, Alliance Management and Integration, Organon

9:15 Catalyzing Innovation in Cancer: The Power of Academic-Industry Alliances

Beatrice Lana, Strategic Alliance Executive, Cancer Research UK (CRUK)

Carina Santos, PhD, Strategic Alliance Executive, Strategic Alliances, Cancer Research Horizons

Cancer Research Horizons (CRH) is the innovation and commercialization arm of Cancer Research UK—the world's largest charitable funder of cancer research. With a unique alliance approach, CRH bridges the gap between academic science and industry by building and managing alliances that join CRH's 200 drug discovery and development scientists with academic and industry collaborators. Our models include platform alliances, spinouts, and R&D alliances, across multiple oncology themes.

9:45 Taking an Enterprise-Wide Perspective to Unlock the Full Potential of Strategic Partnerships



Josh Elliott, Director, Strategic Partnerships Advisory Lead, Pharmaceuticals & Life Sciences, Baringa

Steven Pessagno, Executive Director, Alliance Management, Business Development, GSK, Worldwide Bus Dev, GSK

Strategic partnering is becoming more and more crucial in order to access the best innovation, share risk, and develop better integrated solutions for patients. Setting up your organisation's operating model with the intent of strategic partnering is key to its success.

In this interactive session, Josh & Steve will share their experiences about what needs to be considered at the enterprise-level in order to unlock successful partnering at the alliance level.

10:15 Coffee Break with Exhibit Viewing

ALLIANCE LAUNCH: SETTING UP FOR SUCCESS

10:45 IN-DEPTH WORKSHOP & INTERACTIVE CASE STUDY:

Best Practices in Leading Alliance Kick-Off, from Pre-Deal Signature through the Alliance "Honeymoon" Phase

Amy Crawford, Senior Director, Office of Alliance Management, Eli Lilly & Co

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

Telisha Morris, Associate Consultant - Alliance Management, Eli Lilly and Co.

Our team will take you through the three phases of alliance kick-off, starting with pre-deal signature and continuing through the alliance "honeymoon" phase. Best practices to ensure a successful alliance kick-off, including topics ranging from the importance of intracompany alignment to alliance onboarding materials to clear roles and responsibilities, will be shared. A case study will be used to apply understanding of key concepts.

12:15 pm Networking Luncheon

12:45 Session Break

PARTNERING FOR SUCCESS IN AN INCREASINGLY COMPLEX ALLIANCE LANDSCAPE

1:30 Chairperson's Remarks

Katherine Kendrick, Head of Alliance Management, Jazz Pharmaceuticals

1:35 PANEL DISCUSSION: Partner of Choice—What Does It Mean for Different Organizations?

Moderator: Nathan Sanburn, Senior Vice President Corporate Development and External Engagement, Verastem Oncology

Partnership takes on many shapes from licensing agreements, to alliances, to supply collaborations, to clinical CRO agreements, to investigator site contracts. Becoming a "Partner of Choice" could mean an organization demonstrates good habits within a 2-party relationship or it could mean standing above

any other potential partner among many options. Join this panel to discuss how organizations define criteria for achieving this pinnacle while also working to measure its success.

Panelists:

Scott Bertetti, Executive Director & Global & US Brand Lead, Oncology, Bayer Pharmaceuticals

Janine Chupa, PhD, Director of Alliance Management, CSL Behring

Michelle R. Mohan, PhD, Senior Director and Head of Alliance Management, Otsuka America Pharmaceutical, Inc

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

Keya Watkins, PMP, Senior Vice President, Catalyst Oncology

2:20 How Hard Could it Be? Navigating the Complexities of Commercial Alliances: It's Harder than You Think

Christopher Black, Head, Corporate Alliance Management & Integration, Merck & Co., Inc.

Commercial alliances are becoming increasingly significant in BioPharma, as complex global co/co alliances and localization partnerships add to an already challenging local and regional commercial distribution and promotion alliance landscape. Managing these partnerships presents unique challenges that are distinct from more traditional academic research or development alliances. This session aims to explore the complexities involved and shed light on why they can be more challenging than commonly perceived.

2:50 Refreshment Break with Exhibit Viewing

3:10 Interactive Breakout Discussions

Interactive 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 Interactive Discussions page on the conference website for a complete listing of topics and descriptions.

TABLE 4: Leveraging AI to Improve Alliance Management Productivity

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

AI is being leveraged across many industries to improve efficiencies and enhance productivity. How best can it be used to improve Alliance Management? Join this roundtable to explore how AI and data analytics can be used to enhance alliance performance and value.

- In what areas of Alliance Management can AI be leveraged to create value?
- What are some of the challenges and implications of AI use to be aware of?
- Exchange experiences and best practices

TABLE 5: Cross-Cultural Collaboration: Bridging the Gaps

Paul Horrocks, Director, Alliance Management, GSK Recognizing the importance of cultural differences in alliance management, this group will discuss strategies for effective cross-cultural communication, understanding, and collaboration.

- Explore differences in operational style, business culture, and communication to be aware of
- Share commonly experienced cultural challenges in alliances and strategies to help overcome them

TABLE 6: Navigating your Career as an Alliance Manager

Nathan Sanburn, Senior Vice President Corporate Development and External Engagement, Verastem Oncology *Yin Wong, Director, R&D Alliance Management, GSK* This group will discuss some of the characteristics of effective alliance managers, career path options, shifting needs of the alliance manager skill set, and future state of the alliance management, among other topics. Exchange ideas and make new connections to guide your future as an Alliance Manager.

- Explore the skills to be gaining today, as well as development opportunities and resources
- Discuss the future of alliance management and emerging areas of importance for alliance managers
- Share strategies for building a path to senior executive ranks

4:10 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.

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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, onsite 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.

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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.

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CHI will gladly provide you the opportunity to run a focus group onsite. 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.

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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.

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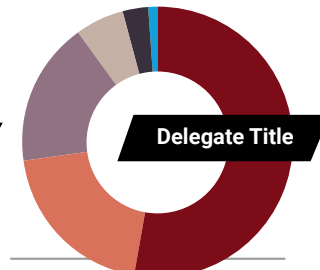
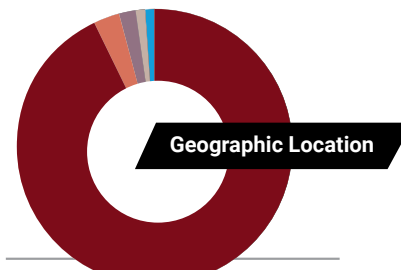
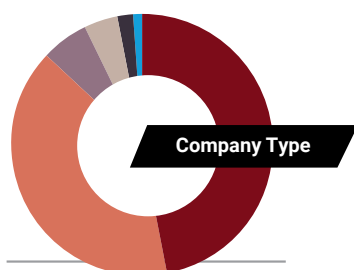


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2023 Attendee Demographics



Who Attends

List of Strategic Alliance Management Congress 2023 Attendees:

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AbCellera, Assoc Dir Alliance Mgmt	Crinetics Pharmaceuticals Inc, Sr Dir & Head Global Alliance Mgmt	Integrated Alliance Mgmt LLC, Founder & President	Otsuka Pharmaceutical Dev & Commercialization Inc, Assistant Director
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Amicus Therapeutics Inc, Exec Dir Alliance Mgmt	Daiichi Sankyo Inc, Assoc Dir Alliance Mgmt	Kite a Gilead Co, Dir Alliance Mgmt	Pfizer Inc, Dir Alliance Mgmt
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Apellis Pharmaceuticals Inc, Assoc Dir	Daiichi Sankyo Inc, Dir Global Clin Ops	Kite Pharma a Gilead Co, Dir Alliance Mgmt	SAGE Therapeutics, Assoc Dir
Apellis Pharmaceuticals Inc, Exec Dir Alliance Mgmt & Global Bus Dev	Dicerna Pharmaceuticals Inc, VP Alliance Mgmt	Kite Pharma a Gilead Co, Sr Dir Alliance Mgmt	SAGE Therapeutics, Exec Dir Alliance Mgmt
Astellas Pharma US Inc, Exec Dir Alliance Mgmt	Eli Lilly & Co, Chief Alliance Officer	Kyowa Kirin US, Dir Alliance Mgmt & Bus Dev	Sangamo Therapeutics, Dir Alliance Mgmt
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AstraZeneca, Dir Alliance Mgmt	Eli Lilly & Co, Mgr	LianBio, VP Alliance Mgmt	Seres Therapeutics Inc, Dir Alliance Mgmt
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AstraZeneca, Sr Dir & Head	Genentech Inc, Head of Global Alliance & Asset Mgmt	Merck, Exec Dir	SpringWorks Therapeutics, Sr Mgr Program & Alliance Mgmt
AstraZeneca, Sr Dir & Head of Alliance Mgmt	Gilead Sciences Inc, Exec Dir Alliance Mgmt	Merck & Co Inc, Head Corp Alliance Mgmt & Integration	The Rhythm of Business, President
AstraZeneca, Sr Dir Alliance & Integration Mgmt	GSK, Alliance Dir Worldwide Bus Dev	Merus NV, Dir	Ultragenyx Pharmaceutical Inc, Program Mgr
AstraZeneca Canada Inc, Assoc Dir Alliance Mgmt	GSK, Dir	Merus US Inc, VP Program & Alliance Mgmt	University of Connecticut Storrs, Dir Licensing Life Science
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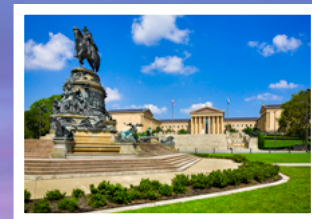
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1200 Market Street
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