

Cambridge Healthtech  
Institute's

**19th**  
**Annual**

# STRATEGIC ALLIANCE MANAGEMENT CONGRESS

IN-PERSON • VIRTUAL

A NETWORKING CONGRESS FOR BUILDING  
RELATIONSHIPS AND PHARMACEUTICAL ADVANCEMENT

**MAY 9-11, 2022**

Le Méridien Philadelphia | PHILADELPHIA, PA & ONLINE [EDT]

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# Cambridge Healthtech Institute's STRATEGIC ALLIANCE MANAGEMENT CONGRESS

## About the Event

As the biopharmaceutical industry continues to rely on alliances and collaboration with external organizations to access innovation and obtain market access, the function and organizational capability of Alliance Management is critical to ensure the effective execution of any strategic partnership, acting as a central driver of value, conflict resolution and success in a dynamic and changing environment.

Join your colleagues in alliance management, business development, project management, and technology transfer to network, discuss case studies, explore career development and team organization, and share the components that cultivate successful partnerships.



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“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

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MONDAY, MAY 9

**12:00 pm Main Conference Registration****1:00 Welcome by Conference Organizer***Bridget Kotelly, Senior Conference Producer, Cambridge Innovation Institute***PARTNERING IN A CHANGING BIOPHARMA LANDSCAPE****1:05 Chairperson's Remarks***Anna Maroney, PhD, Vice President & Head, Alliance Management, AbbVie, Inc.***1:15 PANEL DISCUSSION: Partnering in a Capital-Abundant Environment***Moderator: Carlo Rizzuto, PhD, Partner, Versant Ventures*

Emerging biotech companies frequently rely on pharma partnerships to access expertise and leverage their equity capital with non-dilutive partner dollars. However, these partnerships come with a cost— they typically require significant management attention and may be perceived to diminish the value of the company in the minds of future investors. Given the current unprecedented capital supply surplus, what is the role of partnering in today's biopharma ecosystem?

**Panelists:***Michael Diem, Chief Business Officer, Century Therapeutics**Ali Behbahani, General Partner, New Enterprise Associates**Caroline Stark Beer, Chief Business Officer, Jnana Therapeutics***2:00 Approaches to Support Big Pharma/Small Start-Up Partnerships***Dan Bushell, Executive Director, Alliance Management, Nektar Therapeutics, Inc.*

Communicating expectations on how to best align with your alliance partner is a function of company culture, established processes, and supporting infrastructure. Approaches can be vastly different based on company size, maturity, and core competencies. Understanding these factors for your company and your alliance partner is critical for success. Explore examples from small start-ups, mid-size biotechs, and large pharma to illustrate different approaches to optimizing different types of alliances.

**2:30 Post-Merger: How AbbVie Alliance Management Supported the Integration of Allergan to Build a More Diversified Company***Anna Maroney, PhD, Vice President & Head, Alliance Management, AbbVie, Inc.*

This presentation will focus on what AbbVie Alliance Management did to prepare for the Allergan acquisition; its role in executing on the prioritization of programs and assets; and lastly, integration of people and culture, leading to a more diversified AbbVie company.

**3:00 Top Five Opportunities for Getting a Little Better Every Day***Jan Twombly, CSAP, President, The Rhythm of Business*

Operational excellence in the fundamentals of alliance management is something every professional strives for—every day. Drawing upon two years of assessments, evaluations, and roundtables, this presentation shares the top five core practices that tend to get overlooked amidst the urgencies of the day. Focusing on getting a little bit better in their execution helps alliance teams be more agile, make better decisions, and have more valuable and productive partnerships.

**3:30 Refreshment Break with Exhibit Viewing****4:15 Breakout Discussions**

*Breakout Discussions are informal, moderated, small-group 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. For in-person events, the facilitator will lead while sitting with delegates around a table. For virtual attendees, the format will be in an online networking platform. 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 Discussion page on the conference website for a complete listing of topics and descriptions.*

**5:15 Sponsored Presentation (Opportunity Available)****5:45 Welcome Reception in the Exhibit Hall with Exhibit Viewing****6:45 Close of Day**

TUESDAY, MAY 10

**8:00 am Morning Coffee****BUILDING AND TRAINING AN EFFECTIVE ALLIANCE MANAGEMENT TEAM****8:25 Chairperson's Remarks***Cindy Warren, Vice President, Business Development, Global Neuroscience and Japan Region, Janssen Business Development, Johnson & Johnson***8:30 Alliance Management Team Structure: Centralized vs. Decentralized, Therapeutic Focused vs. across Therapeutic Areas***Cindy Warren, Vice President, Business Development, Global Neuroscience and Japan Region, Janssen Business Development, Johnson & Johnson*

While the role of the Alliance Management function and the Alliance Manager has been thoughtfully adopted and integrated into most company's infrastructure and strategy today, questions still emerge on the optimal structure that may facilitate the greatest value. This session will explore differing structures, and how to navigate them to optimize the value that the Alliance function and manager brings.

**9:00 CO-PRESENTATION: FIRESIDE CHAT: Hiring and Training an Effective Alliance Management Team***Stefan Walke, Global Head of Alliance Management, Boehringer Ingelheim**Katherine Kendrick, Head of Alliance Management, Corporate**Development & Alliance Management, Jazz Pharmaceuticals**Frank Grams, PhD, Senior Vice President Alliance Management & Head, Business Development Europe, Everest Medicines*

Learn from three highly experienced Alliance Management team leads what it takes to build a successful Alliance Management team. Hear from each how they have built/are building and training (initial and ongoing) their teams. Then gain insight from an interactive discussion to hear perspectives on key questions such as: What are the needs of new versus established AMs? What are the challenges and solutions to recruiting, hiring, and retaining AMs?

**10:00 Coffee Break with Exhibit Viewing****THE EVOLUTION AND GROWTH OF THE ALLIANCE MANAGEMENT FUNCTION****10:40 CO-PRESENTATION: Implementing a Data-Driven Operating Model***Nancy Griffin, Vice President, Alliance Management, Dicerna Pharmaceuticals**Jessica Goodman, CA-AM, PhD, Senior Director, Alliance Management, Dicerna Pharmaceuticals*

As a science-driven organization, it is important that our Alliance Management Operating Model for collaborations be fit-for-purpose. To achieve this, we partnered with key experts to collaborate on this process. We will share the process that we followed, the rationale for our approach, and considerations as we evolve the Alliance Management function and add value to the organization.

**11:10 Alliance Management and Asset Transitions: Cross-Functional Capabilities as the Foundation for Great Partnering***Steven Twait, Vice President, Alliance & Integration Management, AstraZeneca*

While the central alliance management team may drive the overall alliance, acquisition, and divestment transition processes, there are several key functions in every company that significantly impact your company's partnering reputation and integration/transition success (e.g.; regulatory/patient safety, clinical, finance, operations & supply, IT/IS). What are leadership characteristics of the best functional alliance management experts, and why should you spend time building and supporting functional AM capabilities.

**11:40 Sponsored Presentation (Opportunity Available)**

12:25 pm Session Break – Transition to Lunch

12:30 Luncheon Presentation (*Sponsorship Opportunity Available*) or Enjoy Lunch on Your Own

1:00 Session Break

## BEST PRACTICES AND SUCCESS STORIES IN ALLIANCE MANAGEMENT

1:35 Chairperson's Remarks

*Annlouise Goodermuth, Executive Director, Alliance Management, Legend Biotech*

1:40 PANEL DISCUSSION: Navigating Cross-Cultural Alliances between the U.S. and China

*Moderator: Biren Shah, Vice President, Alliance Management, EQRx*

Alliances between companies in China and the U.S. have proliferated due to rapid advances in China's regulatory, quality, and compliance standards. Post-deal-closure collaboration between eastern and western counterparts has not had the same rate of advancement. Differences in operational style, business culture, and communication have left Alliance Managers to bridge the gaps. This session aims to share commonly experienced challenges in east-west alliances and strategies to help overcome them.

*Panelists:*

*Annlouise Goodermuth, Executive Director, Alliance Management, Legend Biotech*

*Tatyana Abyzov, Senior Director, Business Development Operations, Acceleron Pharma*

2:25 CO-PRESENTATION: CASE STUDY: Launching for Success, United as One Team

*Donna Taneja, Executive Director, Alliance Management, Sunovion Pharmaceuticals*

*Bill Zeruld, Head of Strategic Operations and Alliance Management, Otsuka*

The alliance start-up process is intense and fast-paced. This case study of a complex, multi-asset, global collaboration describes why it is essential to get alliance managers involved before the deal is done. The presenters share how the parties united as one team to educate the organizations about the collaboration and its assets, stand up comprehensive governance in a few weeks, and establish collaborative shared IT platforms.

2:55 How an Alliance Manager Can Improve Your Deal Terms

*Biren Shah, Vice President, Alliance Management, EQRx*

The typical business development deal flow process ends with a signed contract being sent "over the wall" to an Alliance Manager. To incorporate learnings from prior deals, when is the right time for an Alliance Manager to engage with the internal Business Development team on an active deal? This session aims to explore too early vs. too late and how Alliance Managers can add value to improving deal terms.

3:25 Refreshment Break with Exhibit Viewing

4:00 Breakout Discussions

*Breakout Discussions are informal, moderated, small-group 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. For in-person events, the facilitator will lead while sitting with delegates around a table. For virtual attendees, the format will be in an online networking platform. 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 Discussion page on the conference website for a complete listing of topics and descriptions.*

5:00 Close of Day

WEDNESDAY, MAY 11

8:00 am Morning Coffee

## NOVEL PARTNERSHIPS ADVANCING INNOVATION AND ACCELERATING PHARMACEUTICAL R&D

8:25 Chairperson's Remarks

*Joy Dicker, Senior Director, Strategic Alliances and Program Management, Mount Sinai Innovation Partners, Mount Sinai Health System*

8:30 Industry and Academic Institutions Joining Forces in Creating Federally Funded "Antiviral Drug Discovery Centers" to Address Current and Future Pandemics

*Shankar Subramanian, PhD, Head Academic Collaborations, Alliance Management, AbbVie, Inc.*

9:00 Multi-University Collaborations in Ophthalmology – The Santen Experience

*Najam Sharif, PhD, DSc, Vice President & Head, Global Alliances & External Research, Santen, Inc. USA*

Santen Pharmaceuticals Co. Ltd./Santen, Inc. have a rich enduring 130-year-long history in serving the needs of patients suffering from many different ocular diseases/disorders worldwide. We have utilized a number of strategies to seek, triage, and establish collaborations with universities, and enduring alliances and partnerships with selected companies. These activities help add early-stage assets to the R&D pipeline and will lead to new products in due course.

9:30 Alliance Management in Academia – The Importance of Research Operations Expertise in Scientific Alliance Management

*Gabriela Apiou, PhD, Director Strategic Alliances, Mass General Research Institute, Massachusetts General Hospital*

The ever-increasing complexity of today's healthcare challenges requires collaborations all along the path from novel discoveries to practical solutions. In academia, internal and external collaborations benefit from institutional support provided by translational scientists, a management position anchored in science and informed by research strategy. This talk will demonstrate the importance of research operations expertise in scientific alliance management at an academic institution and highlight the role of translational scientists.

10:00 Coffee Break in the Exhibit Hall with Exhibit Viewing

10:40 Advocacy Alliances: Advantages and Opportunities for Industry

*Elizabeth Aselege, MBA, Associate Director, Advocacy Relations, Gossamer Bio*

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.

11:10 PANEL DISCUSSION: Medical Research Alliances – Managing Cultural, Structural and Organizational Differences

*Moderator: Joy Dicker, Senior Director, Strategic Alliances and Program Management, Mount Sinai Innovation Partners, Mount Sinai Health System*

When managing the intricacies of alliances involving medical research, academic, and pharma/biotech partners, there are cultural differences between these institutions, plus the principal investigators that must be addressed. Gain insight into best practices for start-up and ongoing management of these challenging partnerships.

*Panelists:*

*Shankar Subramanian, PhD, Head Academic Collaborations, Alliance Management, AbbVie, Inc.*

*Najam Sharif, PhD, DSc, Vice President & Head, Global Alliances & External Research, Santen, Inc. USA*

*Gabriela Apiou, PhD, Director Strategic Alliances, Mass General Research Institute, Massachusetts General Hospital*

11:55 Organizer's Closing Remarks

*Bridget Kotelly, Senior Conference Producer, Cambridge Innovation Institute*

12:00 pm Close of Summit

# Who Attends

## Sample List of Strategic Alliance Management Congress 2021 Attendees:

AbbVie, VP & Head	Bristol Myers Squibb, Senior Scientist & Analytical Team Lead	Janssen Pharmaceuticals, Associate Director Alliance Management & Innovation Center Support	Mount Sinai Innovation Partners, Associate Director	Takeda Pharmaceuticals, Director Global Alliance Management
Akebia Therapeutics, Associate Director Alliance Management & Strategic Planning	C4 Therapeutics, Senior Program Manager	Janssen R&D LLC, Research Manager	Myovant Sciences, Director Program Management	Takeda Pharmaceuticals, Alliance Management Lead
Alvotech Swiss AG, Senior Director Global Alliance Management	C4 Therapeutics, Program Manager	Johnson & Johnson, Director Strategic Alliance	Natera, Manager Biopharma Alliances	Takeda Pharmaceuticals, Senior Director Global Alliance Management
Ardigen SA, Director Strategy & Alliance	Captario AB, Senior Sales Exec	Johnson & Johnson, VP Business Development	Nationwide Children's Hospital, Alliance Manager	Takeda Pharmaceuticals, Director Global Alliance Management
AstraZeneca, Head of Alliance Management	Captario AB, Head	Kite, a Gilead company, Alliance Management	Nektar Therapeutics, Executive Director Alliance Management	The Rhythm of Business, President
AstraZeneca, Associate Director Alliance Management	CAS, Senior Product Manager	Kite, a Gilead company, Associate Director Alliance Management	ONO Pharmaceutical, Senior Manager	The Rhythm of Business, Principal
AstraZeneca, Senior Alliance Manager	Chugai Pharmaceutical, Manager	Kite, a Gilead company, Executive Director Alliance Management	PellePharm, Senior Director	Ultragenyx Pharmaceutical, Project Manager
AstraZeneca, Enterprise Architect	CSL Behring, Director Alliance Management	Kyowa Kirin, Manager Business Development	Pfizer, Director External Alliances Internal Medicine	Ultragenyx Pharmaceutical, Director Business Development & Alliance Management
Bayer Corp, Director Alliance Management & Business Development & Licensing	CytoReason, Alliance Manager	Kyowa Kirin Pharmaceutical, Director	PRA Health Sciences, Exec Director Drug Development	Vantage Partners, Senior Consultant
BeiGene, Director Alliance Management	Evonik Industries AG, Senior Director & Head	Kyowa Kirin Pharmaceutical, Head	PRA Health Sciences, VP Operations	Vantage Partners, Partner
Boehringer Ingelheim Pharma GmbH, Global Head of Alliance Management	GC Pharma, Alliance Manager	Legend Biotech USA, Exec Director Alliance Management	Rady Children's Hospital San Diego, Manager Strategic Programs	Vantage Partners, Analyst
Boehringer Ingelheim Pharmaceuticals, Senior Associate Director Clinical Trials Strategic Alliance	GC Pharma, GM	Massachusetts Institute of Technology, Alliance Manager	Rhythm Pharmaceuticals, Associate Director Biobank Alliances	Vantage Partners, Principal
Boehringer Ingelheim Pharmaceuticals, Senior Associate Director	Gilead Sciences, Director Project Management	MedinCell SA, Alliance Manager	Roche Diagnostics, CDx Alliance Manager	Vaxxas, Senior VP Strategic Alliances & Commercialization
Bristol Myers Squibb, Director Research & Early Development Alliances	GlaxoSmithKline, Head	Merck, Sourcing Manager & Associate Director Business Operations	Sanofi, N America Hub Business Partner	Vir Biotechnology, Senior Director Global Alliances
Bristol Myers Squibb, Executive Director	Guardant Health, Associate Director Alliance Management	Mirati Therapeutics, Senior Director Alliance Management	Sanofi, Alliance Manager	WAVE Life Sciences, Senior Director Alliance & Program Management
Bristol Myers Squibb, Associate Director Alliance Management	ImmunoGen, Director	Mount Sinai Health Partners, Director Alliance Management	Seagen, Senior Director Program & Alliance Management	WAVE Life Sciences, Senior Manager
	Incyte, Senior Director	Mount Sinai Innovation Partners, Assistant Director	Servier Pharmaceuticals, Alliance Management Lead	Zymeworks Biopharmaceuticals, Senior Director Alliance Management
	Janssen Diagnostics, Associate Director Alliance Management		Sirion Biotech GmbH, Head	
	Janssen Pharmaceuticals, Head		Stanford University, Senior Associate Director Strategic Alliances	

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## 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.

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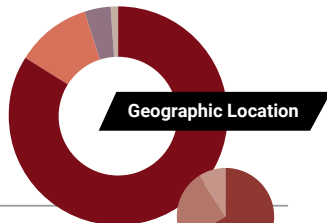
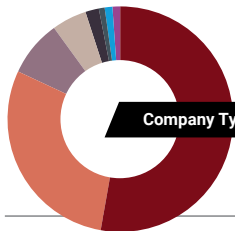
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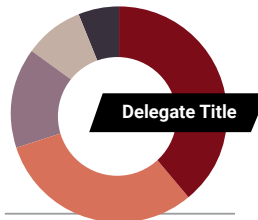
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**Business Development Manager**  
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**E: [acroke@cambridgeinnovationinstitute.com](mailto:acroke@cambridgeinnovationinstitute.com)**

## 2021 ATTENDEE DEMOGRAPHICS



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MW	4%



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## Hotel & Travel Information

### Conference Venue and Hotel:

Le Meridien Philadelphia  
1421 Arch Street  
Philadelphia, PA 19102

Discounted Room Rate: \$179 s/d

Discounted Room Rate Cut-off Date: April 11, 2022



## Our Best Shot — CHI's Mandatory COVID-19 Vaccination Policy

To ensure maximum safety, CHI has instituted a mandatory COVID-19 vaccination policy for all in-person participants across all our events. We feel it is our community duty to ensure CHI events are part of the COVID-19 solution to reopening safely. We are confident the scientific community, which developed the vaccine, will rally behind us on this first-of-its-kind policy. [Read More](#)



## Our Code of Conduct

All in-person attendees must agree to CHI's [Code of Conduct](#)

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