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STRATEGIC

ALLIANCE

MANAGEMENT

VIRTUAL CONGRESS

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OCTOBER 27-28, 2020



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Roundtable
Discussions

NEW
Biopharma
Case Studies

KEYNOTE SPEAKERS



Urs Schleuniger, PhD
*Global Head, Alliance & Asset
Management, Pharma Partnering, Roche*



Anna Maroney, PhD
*Vice President & Head, Alliance
Management, AbbVie Inc.*



Stuart Kliman
Partner, Vantage Partners



Ben Siddall
Partner, Vantage Partners

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Cambridge Healthtech Institute's STRATEGIC ALLIANCE MANAGEMENT VIRTUAL CONGRESS



As the biopharmaceutical industry continues to rely on alliances and collaboration with external organizations to access innovation and obtain market access, internal teams are often confronted with the increasing complexities of systematically and effectively managing partnerships throughout their lifecycle. The function and organizational capability of Alliance Management is now recog-

nized as a critical means to ensure the successful execution of any strategic partnership, acting as a central driver of value, while alleviating aggravations, and meeting alliance goals.

Now in its seventeenth year, **Strategic Alliance Management Virtual Congress** will again unite senior alliance management, business development, project management, technology transfer, and licensing professionals to network, discuss case studies, and share the components that cultivate successful partnerships. Delegates will gain strategic insights, proven tools, methods, and perspectives from a variety of leaders advancing the art of Alliance Management.

Pre-Conference Workshop*

TUESDAY, OCTOBER 27 9:00-11:00 AM



Successfully Executing Digital Partnerships

Instructors:

Adam Kornetsky, Engagement Leader, Vantage Partners

Sam Stewart, Senior Consultant, Vantage Partners

With life sciences companies increasingly entering into digital partnerships, key questions about managing these relationships arise. What are the critical challenges to making these relationships work, and how can we manage them? How can we align with diverse internal stakeholders around how to approach these partnerships? During this workshop, Vantage will facilitate interactive, case study-driven discussions about what makes digital partnerships different and the practices that will be required to make these relationships work.

*Separate Registration Required.

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TUESDAY, OCTOBER 27

9:00 am Recommended Workshop*

W1: LIVE CO-PRESENTATION: Successfully Executing Digital Partnerships

**Separate registration required. See workshop page for details.*

EXPLORING THE ALLIANCE MANAGEMENT FUNCTION AS A LEADERSHIP ROLE



11:00 KEYNOTE PRESENTATION: CO-PRESENTATION: A 12-Year Success Story – Learnings from Navigating a Complex, Large-Scale Collaboration

Anna Maroney, PhD, Vice President & Head, Alliance Management, AbbVie Inc.



Urs Schleuniger, PhD, Global Head, Alliance & Asset Management, Pharma Partnering, Roche

Venclexta is a BCL-2 inhibitor approved for the treatment of patients with various hematologic malignancies, including chronic lymphocytic leukemia, small lymphocytic lymphoma, and acute myeloid leukemia.

This session will discuss how two major biotechs brought their strengths together to take a discovery research program through development to the patients.

11:20 CO-PRESENTATION: Building and Evolving a Sustainable Alliance Management Function

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

Jeremy Huckstep, Director, Strategic Alliances, Eli Lilly & Co.

Trying to take your alliance management function to the next level? As a function, we are under increasing pressures to add value. This presentation will look at alliance management function from strategic, operational, and cultural perspectives. It will also include developing and using metrics to capture the frequency of services provided, measure workload across partnerships, and track alliance management-driven cost savings.

11:40 Demand for Alliance Management Has Grown. Are You Ready? 

Jan Twombly, President, The Rhythm of Business

The workload is growing and getting more complex. Signs have emerged that it is just too hard to continue implementing alliance management using traditional methods. Discover how to apply agile organization principles to key practices across the lifecycle. Use Service Level Agreements based on portfolio segmentation to deliver the value stakeholders require. Create new special purpose roles aligned to value inflection points. Reduce the governance strain on executives while improving decision making effectiveness.

12:10 pm SPEAKER Q&A: Alliance Management as a Leadership Role

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

Panelists:

Anna Maroney, PhD, Vice President & Head, Alliance Management, AbbVie Inc.

Urs Schleuniger, PhD, Global Head, Alliance & Asset Management, Pharma Partnering, Roche

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

Jeremy Huckstep, Director, Strategic Alliances, Eli Lilly & Co.

Jan Twombly, President, The Rhythm of Business

12:40 Lunch Break - View Our Sponsors

EXPLORING CAREER PATHS IN ALLIANCE MANAGEMENT

1:25 PANEL DISCUSSION: Exploring Career Paths in Alliance Management

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

David Thompson, Chief Alliance Officer at Eli Lilly and Company, is facilitating an engaging panel discussion on careers in alliance management. The panel will consist of seasoned alliance management leaders from different companies. The panel will explore characteristics of effective alliance managers, career path options, shifting needs of the alliance manager skill set, and the future state of alliance management. Audience questions will be encouraged.

Panelists:

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

Cindy Warren, Vice President, Business Development, Global Neuroscience and Japan Region, Janssen Business Development, Johnson & Johnson

Harm-Jan Borgeld, Head, Alliance Management, Merck Serono

2:05 Refresh Break - View Our Sponsors

2:25 Interactive Breakout Discussion Groups

In this session, attendees join a Zoom Room discussion. Each room will have a moderator to ensure focused conversations around key issues within the topic. The small group format allows participants to informally meet potential collaborators, share examples from their work, and discuss ideas with peers. Discussion topics and moderators will be listed on the website.

Table 1: Alliance Management at the Forefront of Deal-Making

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

Urs Schleuniger, PhD, Global Head, Alliance & Asset Management, Pharma Partnering, Roche

Harry Atkins, Senior Director Alliance Management, Global Strategy and Corporate Development, Incyte

One of the principal roles of an alliance manager is to manage the collaboration based on an agreed-upon contract. Ahead of the contract signing, during negotiation, alliance managers are in a unique position to provide input based on the management of past deals. This group will explore ways in which AM can get involved earlier in the deal-making process, transferring the knowledge and experience of managing other partnership.

Table 2: Alliance Launch

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

Timothy Salfi, Director, Corporate Alliance Management, Merck

Organizations commit significant resources to alliance deals that are central components of the organization's long-term strategy. Too often, however, such deals get "thrown over the fence" from those who identify the asset, to those responsible for negotiating and closing the deal, to those finally responsible for managing the working relationship with the partner organization. This group will explore challenges and best practices for launching an alliance for success.

BECOMING A PARTNER OF CHOICE: IMPACT OF ALLIANCE MODELS, STRATEGY, AND INTEGRATION

2:55 Rethinking What It Means to Be a Partner of Choice

Michael Kennedy, PhD, Director, Alliance Management & Business Development & Licensing, Bayer Corporation

This presentation will demonstrate through real-world examples what becoming a partner of choice really means, and why what “it really means” will change over time and for different collaborative ventures. Methodologies will be described that will help companies identify and communicate their unique value proposition in a clear, concise, and compelling fashion in order to attain partner-of-choice status with multiple potential partners.

2:55 Defining a Strategy to Build an Alliance Portfolio in Support of a Diverse Technology Landscape

Eric J. Lawrence, Associate Director, Specialty Lab Alliance Lead, Global Alliance Management, Global Clinical Operations, Bristol-Myers Squibb
 Developing an outsourcing strategy to support clinical trial laboratory testing presents challenges to successfully execute with so many established and new emerging technologies. Identifying strategic partners to enable successful study execution starts with a strong collaboration between an alliance management organization and internal stakeholders. Strategies to build a strong alliance with strategic partners and how to manage changes to the portfolio will be presented.

2:55 Integrating Existing Alliances

Dana Hughes, Vice President, Business Development & Head, Integration Management, Pfizer Inc.
 Alliances are always dynamic, moving with the dynamics of the individual opportunity. But partners themselves are dynamic. When one partner is acquired in a relationship it can be destabilizing to the existing relationship. We want to look through Pfizer (and others’ experiences) of acquiring existing alliances, existing relationships and build new ones. We’ll cover the obvious steps, some less obvious steps, and possible recommendations for your own future acquisitions.

3:15 SPEAKER Q&A: Becoming A Partner of Choice: Models, Strategy, Integrations

Moderator: Anna Maroney, PhD, Vice President & Head, Alliance Management, AbbVie Inc.
Panelists:
Michael Kennedy, PhD, Director, Alliance Management & Business Development & Licensing, Bayer Corporation
Eric J. Lawrence, Associate Director, Specialty Lab Alliance Lead, Global Alliance Management, Global Clinical Operations, Bristol-Myers Squibb
Dana Hughes, Vice President, Business Development & Head, Integration Management, Pfizer Inc.

3:45 Happy Hour - View Our Sponsors

4:25 Close of Day

WEDNESDAY, OCTOBER 28

10:00 am Morning Stretch

PHARMA-DIAGNOSTICS ALLIANCES

10:15 CO-PRESENTATION: Essential Elements that Underpin a Successful Biopharma/Diagnostics Partnership

Michael McInerney, Senior Director BD, Development & Commercial Alliances, Bristol-Myers Squibb, Co.
Katherine Ellison, Director of Alliance Management, Illumina
 This talk will explore the essential elements that underpin a successful BioPharma/Diagnostics partnership. We will touch on the background, cultural influences, challenges and successes associated with the BMS-Illumina strategic Alliance.

10:35 Refresh Break - View Our Sponsors

10:45 Interactive Breakout Discussion Groups

In this session, attendees join a Zoom Room discussion. Each room will have a moderator to ensure focused conversations around key issues within the topic. The small group format allows participants to informally meet potential collaborators, share examples from their work, and discuss ideas with peers. Discussion topics and moderators will be listed on the website.

Table 3: Alliance Management & Project Management – Managing the Divide

Joy Dicker, Dir Alliance Mgmt, Alliance Mgmt, Mount Sinai Innovation Partners
Frank Sprecher, Director, Partnership/Alliance Management Center of Excellence, Takeda
Eric J. Lawrence, Associate Director, Specialty Lab Alliance Lead, Global Alliance Management, Global Clinical Operations, Bristol-Myers Squibb
 Alliance Management (AM) and Project/Program Management (PM) can be similar enough that many companies struggle to manage the divide between the functions, or debate if the two functions need to be separate. This roundtable will tackle the issues of whether alliance management and project management should be treated separately or as a combined function.

Table 4: Introducing Alliance Management to a Growing Biotech Company

Anna Maroney, PhD, Vice President & Head, Alliance Management, AbbVie Inc.
 A larger percentage of alliance deals in the life sciences space involve a Big Pharma – Biotech partnership. This group will discuss the key aspects to consider before introducing alliance management to biotech companies.

11:15 Refresh Break - View Our Sponsors

DIGITAL PARTNERING



11:30 KEYNOTE PRESENTATION: Biopharma Digital Partnering and its Impact on Alliance Management

Stuart D Kliman, PhD, Partner, Vantage Partners LLC



Ben Siddall, Partner, Vantage Partners
 Biopharma are increasingly partnering to develop innovative solutions. These partnerships span diverse focus areas. As organizations explore who to partner with, and how to best manage these relationships, there are implications for AM teams – including new areas

of expertise, working with new internal teams, and working across industries. Vantage will discuss the state of digital partnering and its challenges, and share a case study of an innovative pharma-data partnership.

12:00 pm Lunch Break - View Our Sponsors

EXPLORING GLOBAL PARTNERSHIPS

12:45 CO-PRESENTATION: Incyte and Innovent Biologics: Development of Assets in the China Market

Harry Atkins, Senior Director Alliance Management, Global Strategy and Corporate Development, Incyte
Nelson Xu, PhD, Senior Director, Business Development and Alliance Management, Innovent Biologics

China licensing deals have skyrocketed, rising from 1 per month, 5 years ago, to 5 deals a month last year. Most Alliance Managers will soon have a China alliance. How will you deal with culture, time zones, and regulatory? From the China partner’s perspective, what will make you a good counterpart? In this presentation, Innovent and Incyte will discuss best practices for China partnerships.

1:05 CO-PRESENTATION: Managing Global Partnerships in a Matrixed Organization

Timothy Salfi, Director, Corporate Alliance Management, Merck

Ryan Lenox, Director, Oncology Strategic Alliances, Merck

Managing global partnerships with multiple internal and external stakeholders is challenging and requires governance, clear roles and responsibilities and aligned business/operational guidance. Due to this complexity, it is critical to have defined working teams below Governance who manage day-to-day activities in their functional area so that well-informed decisions are made across a highly matrixed alliance structure. We will cover one approach teams can consider when managing large, complex Oncology Alliances.

1:25 Talk Title to be Announced

MaryAnne McCarthy, Vice President, Head, Alliance Management, Genmab

1:45 SPEAKER Q&A: Exploring Global Partnerships

Moderator: Michael Kennedy, PhD, Director, Alliance Management & Business Development & Licensing, Bayer Corporation

Panelists:

Harry Atkins, Senior Director Alliance Management, Global Strategy and Corporate Development, Incyte

Nelson Xu, PhD, Senior Director, Business Development and Alliance Management, Innovent Biologics

Timothy Salfi, Director, Corporate Alliance Management, Merck

Ryan Lenox, Director, Oncology Strategic Alliances, Merck

MaryAnne McCarthy, Vice President, Head, Alliance Management, Genmab

2:15 Refresh Break - View Our Sponsors

ADDRESSING CHALLENGES IN ALLIANCE MANAGEMENT

2:35 Dispute Resolution: Settling Differences Collaboratively

Steven Twait, Vice President, Alliance & Integration Management, AstraZeneca

The dynamic nature of pharmaceutical collaborations means it is inevitable that disputes will arise from time to time. Disputes can stem from contractual interpretations, documentation of financial and operational decisions, or changing external factors. Alliance managers play a key role in resolving these disagreements and need to know when and how to engage legal counsel to help.

2:35 Talk Title to be Announced

Laure Nucci, Senior Director, Strategic Alliance Management, Ipsen Bioscience Inc.

2:35 Talk Title to be Announced

Katherine Kelly, Strategic Alliance Manager, Partnerships & Strategic Alliances, Commercial Partnerships, CRUK Research

2:55 Happy Hour - View Our Sponsors

3:35 Close of Congress

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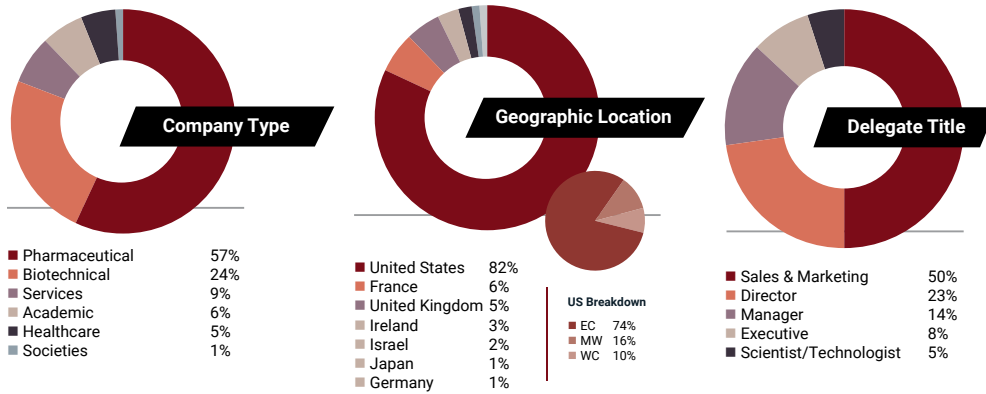


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Who Attends

Sample List of Strategic Alliance Management Congress 2019 Attendees:

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Vice President & Head, AbbVie Inc.	Executive Director, Immunology & Inflammation, Celgene Corp.	Alliance Manager, Janssen R&D LLC	Integration Director, Norgine Ltd.	Alliance Management Director, SERVIER MONDE
Associate Director, Aduro BioTech Inc.	Senior Director, Supply & Operations Management, Celldex Therapeutics Inc.	Alliance Manager, Janssen R&D LLC	Director, Alliance Management & Partnering, Novartis Institutes for BioMedical Research	Senior Director, Global Alliance Management, Shire
Manager, Alkermes	Manager, Chugai Pharmaceutical Co. Ltd.	R&D Manager, Janssen R&D LLC	Consultant Manager, PA Consulting Group	Senior Director, Global Alliance Management, Takeda Pharmaceuticals Inc.
Vice President, Assertio Therapeutics Inc.	Assistant Dean for Cancer Research & Director, Columbia University	Associate Director, Johns Hopkins Technology Ventures	Managing Consultant, PA Consulting Group	Corporate Development Manager, Terumo BCT Inc.
Executive Director, Alliance Management, Astellas Pharma US Inc.	Vice President, Business Development & Alliance Management, CytoReason	Business Development Associate, Johns Hopkins Technology Ventures	Director, Worldwide Business Development Alliance Management, Pfizer Inc.	Senior Director, Corporate Alliance Management, Teva Pharmaceuticals
Director, Alliance & Integration Management, AstraZeneca	Director, Alliance Management, Eli Lilly & Co.	Alliance Manager, MedImmune	Vice President, Business Development & Head, Pfizer Inc.	Senior Director, Corporate Alliance Management, Teva Pharmaceuticals
Senior Specialist, AstraZeneca	Vice President, Supplier Performance Management, EMD Serono	Associate Director, Alliance Management, MedImmune	Senior Associate, Business Development, Plexikon Inc.	President, The Rhythm of Business
Senior Project Manager, AstraZeneca	Executive Director, Enable Injections LLC	Head, Alliance Management, MedImmune	Director, Business Development, Poxel SA	Alliance Associate, UCB Celltech
Director, Alliance Management, Business Development & Licensing, Bayer Corp.	Program Manager, Partnerships & Alliances, Fred Hutchinson Cancer Research Center	Associate Director, Merck	Specialist, Retrophin Inc.	Executive Director, University of Pennsylvania
Executive Director & Global Head, Boehringer Ingelheim Pharmaceuticals Inc.	Senior Director, Alliance Management, Genmab	Director, Corporate Alliance Management, Merck	Program Manager, Roche Diagnostics	Analyst, Vantage Partners LLC
Associate Director, Clinical Outsourcing Procurement, Boston Pharmaceuticals	Alliance Manager, Genomics Medicine Ireland Ltd.	Director, Strategic Alliances, Merck	Alliance Manager, Roche Molecular Solutions	Founder & Partner, Vantage Partners LLC
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