



Cambridge Healthtech Institute's
18TH ANNUAL

STRATEGIC ALLIANCE MANAGEMENT VIRTUAL CONGRESS



A NETWORKING CONGRESS FOR BUILDING
RELATIONSHIPS AND PHARMACEUTICAL ADVANCEMENT

MAY 18-19 2021

100+
Colleagues

20+
Executive-Level
Presentations

**Roundtable
Discussions**

NEW
Biopharma
Case Studies

KEYNOTE PRESENTATIONS

Internal Collaboration: Best Practices for Partnering with Business Development – Lessons from the Trenches



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



Edward J. ("Teddy") Reed
Senior Counsel, Business Development Law Group, Johnson & Johnson



Virtual Alliance Launch Best Practices

Adam Kornetsky
Principal, Vantage Partners



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Cambridge Healthtech Institute's STRATEGIC ALLIANCE MANAGEMENT VIRTUAL CONGRESS



The biotech and pharmaceutical industry continues to rely on alliances and collaboration with external organizations to access innovation and obtain market access. The role of Alliance Management is critical to ensure the successful execution of these strategic partnerships, from pre-deal internal collaboration to agreement execution to ongoing management and meeting of alliance goals. Now in its

eighteenth 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*

Successfully Executing Academic and Industry Partnerships

Instructor:

Ben Siddall, Partner, Vantage Partners

Academic-industry partnerships have a unique opportunity to translate innovation from universities and hospitals to improve outcomes for patients. Recognizing that these types of relationships often have different dynamics and success enablers than industry-industry relationships, this interactive workshop by Vantage Partners will share case studies designed to highlight and address unique collaboration tensions. We look forward to an interactive session and hope you will join us!



*Separate Registration Required.

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TUESDAY, MAY 18

9:00 am Recommended Workshop* W1: Successfully Executing Academic and Industry Partnerships
 *Separate registration required. See workshop page for details.

10:30 Session Break - View Our Exhibitor Booths

BEST PRACTICES AND SUCCESS STORIES IN ALLIANCE MANAGEMENT



11:00 KEYNOTE PRESENTATION: LIVE: Internal Collaboration: Best Practices for Partnering with Business Development – Lessons from the Trenches

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



Edward (Teddy) Reed, Senior Counsel, Business Development Law Group, Johnson & Johnson

A documented culmination of compromises. Or as it is affectionately referred to – “The Final Executed Agreement.” The journey to that final product is one that entails a well-coordinated internal collaboration between many stakeholders, and the ability to recognize the anticipated value is critical. This session will explore the advantages of early partnering between alliance management and business development to optimize the execution and success of an external collaboration.

11:30 Seven Habits of Highly Effective Alliance Professionals



Jan Twombly, CSAP, President, The Rhythm of Business

With apologies to Steven Covey, we present seven habits highly effective alliance professionals develop and practice to deliver the services stakeholders value most. The uncertainty of the economy and wholesale changes in how business is done means we must reimagine how alliance management is implemented, and its value measured and communicated. Learning and practicing these habits help alliance professionals thrive in our next normal.

11:50 Insights from Evolution of Boehringer’s Alliance Management Model

Stefan Walke, Global Head of Alliance Management, Boehringer Ingelheim
 Partnerships with external innovators represent a key pillar of Boehringer’s R&D strategy. As the portfolio of partnerships grew substantially, the accompanying AM model also underwent significant changes, including strategy, operational setup and responsibilities. I will discuss some of the underlying drivers, benefits/limitations and learnings that triggered the evolution in order to ensure a fit-for-purpose alliance management model in a dynamic environment.

12:10 pm Session Break - View Our Exhibitor Booths

12:40 Interactive Breakout Discussion Groups

In this session, attendees join in 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: The Value of Alliance Management

Jan Twombly, President, The Rhythm of Business
 Demonstrating the value of alliance management services can be challenging, especially when not directly connected to revenue generation. This roundtable looks at the essence of alliance management and asks: What are the alliance

management services stakeholders value the most? In what ways do you measure and report alliance management activity? how would you like senior management to describe the value of alliance management?

TABLE 2: The Pros and Cons of Centralized AM: Fit for Purpose Operating Models

Elizabeth Rex, Associate Director, Alliance Management & External Innovation, Janssen R&D

Whether building a new AM team or evolving the current, how to we strategically position the Alliance Leaders for success. This round table will discuss the following: What are the benefits/drawbacks of centralized vs. regional based Alliance Leaders? Impact on communication and ‘partner of choice’. Discuss decision processes and culture. How do we position AM within an organization?

IMPACTS AND LESSONS LEARNED FROM COVID-19 PARTNERING

1:25 Launching a New COVID Alliance during the Pandemic

Irina Furman, Associate Director, Alliance Management, Mount Sinai Innovation Partners

At the height of the COVID pandemic, Mount Sinai Health System launched a three-way manufacturing and commercialization alliance based on an innovative antibody test for SARS-CoV2. Alliance management was instrumental in working with a newly formed biotech startup and a large diagnostic manufacturing company to get the partnership off the ground in record time. Review some of the opportunities and challenges of this unique collaboration in an extraordinary business environment.

1:45 Sponsored Presentation (Opportunity Available)

2:05 PANEL DISCUSSION: Lessons from Creation of ‘Warp Speed’ COVID-19 Treatment Alliances

Moderator: Anna Maroney, PhD, Vice President & Head, Alliance Management, AbbVie

The global response to the pandemic has significantly impacted the way our industry engages with each other to produce new therapies and investigate existing treatments. With development of a vaccine at warp speed and global access in near sight, it’s important to reflect on what new solutions have worked, where we can demonstrate more flexibility and where we can improve in the flaws uncovered during this unprecedented time.

Panelists:
Steven Twait, Vice President, Alliance & Integration Management, AstraZeneca
Brigid McTague, Vice President, Planning, Resourcing and Partnerships, Janssen Pharmaceuticals
Carrie Helland, Senior Director, Global Alliances, Vir Biotechnology

2:35 Interactive Breakout Discussion Groups

In this session, attendees join in 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.



CO-PRESENTATION: TABLE 3: Alliance Leadership after M&A: Virtual Integration, Managing New Partnerships

Tayseer Ghazzouli, Senior Director, Head of Alliance Management & IC Support, Immunology TA, Janssen R&D

Lisa Keough, Director, Alliance Management, Eli Lilly
 During these unprecedented times, the role of alliance leadership is paramount to delivering value on external innovation. This round table will examine the following discussion points: Why is alliance management becoming more involved in M&A and integration activities? What new approaches are needed as we pivot from face-to-face interaction to virtual engagement? Following deal close, how do you integrate and deliver value on new partnered assets?

CO-PRESENTATION: TABLE 4: Establishing Alliance Management as a Strategic Brand in Your Organization

Carrie Helland, Senior Director, Global Alliances, Vir Biotechnology



Gabriella Salvatore, Head, Solution Design & Innovation, Vantage Partners

Building your Alliance Management function so that it is viewed as a strategic and value-adding partner within your organization is a difficult task. This roundtable looks at how Alliance Management can build up its brand and asks: In what ways can Alliance Management demonstrate value? How can Alliance Management effectively communicate its value? What makes an Alliance Management team a “partner of choice”?

3:20 Close of Day

WEDNESDAY, MAY 19

THE CHANGING FACE OF ALLIANCE MANAGEMENT

10:00 am The Value of Pre-Deal Alliance Management

Joseph Russell, Associate Director, Alliance Management & Innovation Center Support, Janssen Research & Development

External innovation is a critical driver for many company portfolios, and the pre-deal space is fraught with potential inefficiencies in getting from a business opportunity to a business outcome. We will see how Alliance Leadership tailored to the unique needs of the pre-deal space unlocks hidden value for all parties involved through intentional & deliberate stakeholder engagement and partnering.

10:20 Sponsored Presentation (Opportunity Available)



10:40 CO-PRESENTATION: Driving Increased Efficiency in Industry – University Partnerships

Mai-Tal Kennedy, Principal, Vantage Partners



Joseph Havrilla, Associate Vice Chancellor for Innovation and Entrepreneurship, Office of Industry and Economic Partnerships, University of Pittsburgh

As COVID-19 has highlighted, accelerating the translation of breakthrough science from the academic bench to real world, impact has never been more important. University of Pittsburgh and Vantage Partners recently interviewed leading research universities and leading R&D biopharma organizations to identify the key enablers of effective industry-academic alliances. During this presentation we will review the enablers identified, and how they were put into practice by the University of Pittsburgh.

11:00 Interactive Breakout Discussion Groups

In this session, attendees join in 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.

CO-PRESENTATION: TABLE 5: Best Practices for Managing a Large Alliances with Many Programs



Joy Dicker, Director of Alliance Management, Mount Sinai Innovation Partners, Mount Sinai Health System

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

Adam Kornetsky, Principal, Vantage Partners

Managing large partnerships with multiple internal and external stakeholders is challenging and requires governance, clear roles and responsibilities and aligned business/operational guidance. This group will explore strategies to overcome the challenges and complexities of such alliances.



CO-PRESENTATION: TABLE 6: The Importance of Change Management to Support Successful Alliances

Mark Lane, PhD, Head, Center for Global Drug Development, PRA Health Sciences



Richard Vatcher, Head, Alliance Management, GlaxoSmithKline

Alliances more often than not involve partners with different cultures and ways of working. There is also typically an urgency to getting work on the programs or projects involved. As a result, change management, which is critical to success, is often overlooked or minimized in the interest of getting down to business. This group will explore change management strategies and how they can impact alliance success.

12:15 pm Session Break - View Our Exhibitor Booths

ALLIANCE MANAGEMENT’S NEW REALITIES



12:40 KEYNOTE PRESENTATION: LIVE: Virtual Alliance Launch Best Practices

Adam Kornetsky, Principal, Vantage Partners

A robust launch is the most efficient way to set up a relationship for success. COVID has pushed many of us to navigate the unique challenges of effectively launching an alliance virtually. Even in the post-COVID world, we expect elements of the virtual ways of working to persist. During this presentation, Vantage will share best practices from our experience in launches – whether it’s virtual, in-person or a combination of the two.



1:25 Alliance Management’s New Realities: How Bayer Overcame Barriers to Partnering during a Global Pandemic

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

In this session, you will gain insights from Bayer’s experiences and approaches to partnering – from first meetings, through deal negotiation, execution, and alliance launch – entirely in a virtual setting. Lessons learned will be used to illustrate what works well (and what does not) when trying to reach agreement within an organization and between that organization and a potential business partner when no one is in the same room.

2:15 Interactive Breakout Discussion Groups

In this session, attendees join in 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.

3:00 Close of Conference

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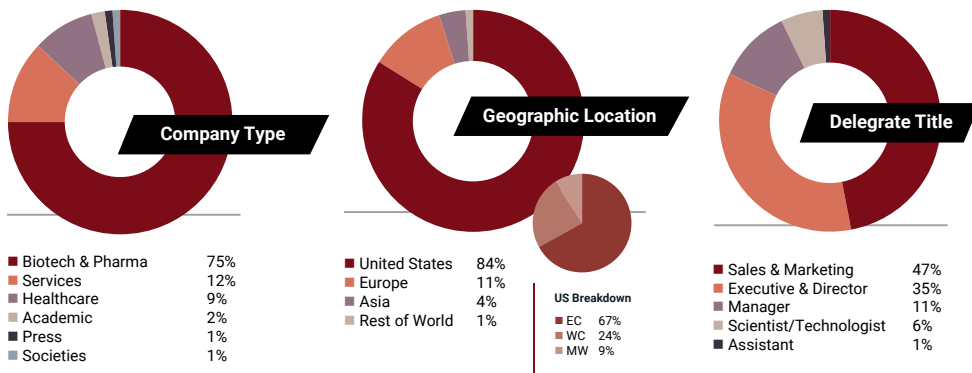
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Who Attends

Sample List of Strategic Alliance Management Congress 2020 Attendees:

4D Molecular Therapeutics, Senior Director Strategic Alliances	Bristol Myers Squibb Co, Associate Director	Guardant Health Inc, Alliance Manager	Merck, Director of Strategic Alliances	SK Biopharmaceuticals Co Ltd, Senior Manager
AbbVie Inc, VP & Head	Bristol Myers Squibb Co, Associate Director	Guardant Health Inc, Associate Director Alliance Management	Merck Serono Research, Head	Surface Oncology, Director Program Management
ABIS Grp Advanced Business Intelligence Solutions, VP Business Development	Bristol Myers Squibb Co, Associate Director & Alliance Lead	Guardant Health Inc, Director Companion Diagnostics	Mount Sinai Innovation Partners, Director Alliance Management	Takeda Pharmaceuticals Inc, Alliance Management Lead
AbSci LLC, Senior Director Alliance Management	Bristol Myers Squibb Co, Head Business Development IT & Enterprise Integration	llumina Inc, Director Alliances	Nationwide Childrens Hospital, Alliance Manager	Takeda Pharmaceuticals Inc, Head Ctr of Excellence Alliance Management
Agiros Pharmaceuticals, Associate Director Alliance Management	Bristol Myers Squibb Co, Senior Director Dev & Commercial Alliances	Incyte Corp, Senior Director Alliance Management & Global Strategy & Corp Dev	Novartis, Regional Head	Takeda Pharmaceuticals Inc, VP Global Alliance Management & Head
Akebia Therapeutics Inc, Associate Director Alliance Management & Strategic Planning	Cancer Research UK, Strategic Alliance Manager	Innovent Biologics Inc, Senior Director Business Development & Alliance Management	ONO Pharmaceutical Co Ltd, Senior Manager	The Rhythm of Business, President
Alector Therapeutics, Senior Program & Alliance Manager	CAS, Senior Product Manager	Inserm Transfert, Senior Market Access & Business Development Manager	PellePharm Inc, Senior Director	The Rhythm of Business, Principal
AstraZeneca, Senior Alliance Manager	Chugai Pharmaceutical Co Ltd, Manager	Ipsen Bioscience Inc, Senior Director	Pfenex Inc, Director Product Dev	Vantage Partners LLC, Analyst
AstraZeneca, VP Alliance & Integration Management	CSL Behring, Director Alliance Management	ISA Pharmaceuticals BV, Director Project & Alliance Management	Pfizer Inc, Director External Alliances Internal Medicine	Vantage Partners LLC, Engagement Leader
AstraZeneca Biologics, Associate Director Alliance Management	CStone Pharmaceuticals Co Ltd, Associate VP & Head	Janssen Diagnostics LLC, Associate Director Alliance Management	Pfizer Inc, Senior Scientist	Vantage Partners LLC, Partner
AstraZeneca Biologics, Director & Head	CytoReason, Alliance Manager	Johnson & Johnson, Director Strategic Alliance	Pfizer Inc, VP Business Development & Head	Vantage Partners LLC, Partner
AstraZeneca Biologics, Senior Alliance Manager	Daiichi Sankyo Inc, Director	Johnson & Johnson, VP Business Development	Rady Childrens Hospital San Diego, Manager Strategic Programs	Vantage Partners LLC, Senior Consultant
AstraZeneca Pharmaceuticals Inc, Pharmacovigilance Business Development Lead	Eli Lilly & Co, Chief Alliance Officer	Klus Pharma Inc, Associate Director Business Development	Roche Pharma, Senior Alliance Manager	Vantage Partners LLC, Senior Consultant
Bayer Corp, Director Alliance Management & Business Development & Licensing	Eli Lilly & Co, Director Alliance Management	Kyowa Kirin Pharmaceutical Inc, Director, Business Development and Alliance Manage	Sanofi, Alliance Manager	Vir Biotechnology Inc, Director
BeiGene, Director Alliance Management	Eli Lilly & Co, Intelligence Analyst	Massachusetts Institute of Technology, Alliance Manager	Sanofi, N America Hub Business Partner	Vir Biotechnology Inc, Director of Alliance Management
Bristol Myers Squibb, Associate Director	F Hoffmann La Roche AG, Global Head	Merck, Director Corp Alliance Management	Santen Inc, Associate Director Partnership & Alliance Management	Vir Biotechnology Inc, Market Lead
Bristol Myers Squibb, Director	Forty Seven Inc, Director Project Management	Guardant Health Inc, Alliance Manager	Sarepta Therapeutics, Associate Director Strategic Alliances	WAVE Life Sciences, Senior Director Alliance & Program Management
	Genentech Inc, Principal Project Manager	Guardant Health Inc, Alliance Manager	Seagen Inc, Senior Director Program & Alliance Management	WAVE Life Sciences, Senior Manager Alliance and Program Management
	Guardant Health Inc, Alliance Manager	Guardant Health Inc, Alliance Manager	SERVIER, Alliance Management Director	Wildwood Ventures Ltd, CEO
	Guardant Health Inc, Alliance Manager	Guardant Health Inc, Alliance Manager	Servier Pharmaceuticals, Alliance Management Lead	
			SK Biopharmaceuticals Co Ltd, Alliance Manager	