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08-09/11/2010 PROGRAMME

THE ANNUAL GLOBAL DISCOVERY

& DEVELOPMENT INNOVATION

LEADERS SUMMIT 2010

THE WALDORF ASTORIA HOTEL, ORLANDO FLORIDA, USA

WWW.GDDIS.COM

SEAMLESS, INTEGRATED & INNOVATIVE DRUG DISCOVERY & DEVELOPMENT STRATEGIES & TECHNOLOGIES

THE ANNUAL GDDIS IS THE LEADING R&D MEETING FOR DECISION MAKERS, SCIENTIFIC LEADERS AND STRATEGISTS. IT IS THE ONLY TWO DAY GATHERING DEDICATED TO BOTH, SCIENTIFIC INNOVATION & STRATEGY ACROSS THE ENTIRE R&D REALM.

EVALUATE NEW TRENDS AND DRIVERS TO CREATE AN COMPETITIVE ADVANTAGE. REVOLUTIONISE YOUR DRUG RESEARCH & DEVELOPMENT THROUGH CUTTING EDGE TECHNOLOGY INNOVATION AT THE ANNUAL GLOBAL DISCOVERY TO DEVELOPMENT INNOVATION SUMMIT 2010.



Rod Mackenzie Ph.D
Senior Vice President
Head of Pharma Therapeutics
Research and Development
Pfizer, Inc



Dr. Eric de La Fortelle Ph.D
Global Head, External Research
and Technologies
F. Hoffmann-La Roche Ltd



Keith Russell PhD MBB
Global Innovation & Design Continuous
Improvement Leader Business
Performance & Continuous Improvement
AstraZeneca Inc



Chris Flores Ph.D Senior
Director of external innovation
for Neuroscience
Johnson & Johnson



Dennis X. Murray Ph.D
Global Head Information Management Drug
Safety and Risk Management, and Partnering
Pharma Global Informatics
Roche Pharmaceuticals



Key Speakers & Stream Keynotes



Ajay Shah Ph.D.
Director, Research Informatics
ELAN PHARMACEUTICALS



Duncan McHale, Vice
President, Translational
Sciences, Discovery
Enabling Capabilities &
Science, ASTRAZENECA



Dr. Tom Turi Ph.D.
Vice President, Science &
Technology, Covance, Discovery &
Translational Services, COVANCE



Robert Boland
Team Leader - MRL IT Technology
Innovation MERCK



Kalpana M. Merchant, Ph.D.
Chief Scientific Officer
Translational Science, Research
Laboratories at ELI LILLY COMPANY



Stevan W Djuric, PhD
Senior Director, Medicinal Chemistry
Technologies & Structural Chemistry
Advanced Technology Global
Pharmaceutical R&D
ABBOTT LABORATORIES



NEW EXCITING SPEAKERS, SUMMIT HIGHLIGHTS & TOPICS IN THE SPOT LIGHT

SAFE, ADAPTABLE & PERSONALISED DATA

- Monitoring Cardiotoxicity and Drug Safety
- New Tools For improved workflows
- Translational Science Approaches - from Target
- Discovery through Patient Tailoring

SCREENING AND IMAGING INNOVATION

- Evaluating Novel Technologies for Cell Based Screening
- Integrating in vivo Molecular Imaging in Drug Discovery and Development
- Pharmacology Driven Assays for GPCRs and Ion Channels

DRUG DISCOVERY CHALLENGES & TRENDS

- Successful Targeting of Alzheimer's Disease
- Integrating workflows and data in Drug Discovery and Development
- Targeting Pain with Novel Therapeutics



Thomas Bocan, PhD,
Senior Director, Head
of BioImaging Center
Pfizer Inc



Tina Garyantes Senior
Director of Lead
Identification
Technologies, Sanofi
Aventis



Tony Tramontin,
Partner,
McKinsey & Company

Day 1	MORNING KEY NOTES PRESENTATIONS:	Speakers
08:45	Chairperson's Welcome And Opening Address.	Moderator & Day 1 Chairman: Introduced By Michael Mentesana Pharmaceuticals & Life Sciences R&D Advisory Services Leader Price Water House Coopers
09:00	<p>Keeping With The Times, Integrated Strategies To Improve Speed And Survival In Drug Discovery</p> <p>Listen to case studies showcasing how Pfizer is addressing these challenges as an integrated Pharmaceutical & Biopharmaceutical company and listen exclusively to the future directions for Pfizer World Wide.</p>	Rod Mackenzie Ph.D Senior Vice President Head Of Pharma Therapeutics Research And Development Pfizer, Inc
09:45	<p>Additional Constraints Can Stimulate R&D Innovation In The Healthcare Business. Examples From Roche.</p> <ul style="list-style-type: none"> • Creating Options For Internal Research. How Partnerships Extended The 'toolbox'. • Extending The Innovation Network To Academia. How To Create A Portfolio Of High-caliber Projects With Maximum Cost-effectiveness. 	Eric de La Fortelle Ph.D Global Head, External Research and Technologies F. Hoffmann-La Roche Ltd
10:30	<ul style="list-style-type: none"> • Morning Refreshments 	<ul style="list-style-type: none"> • Exhibition Area
10:45	Strategic Partnering To Increase The Speed & Efficiency Of Drug Discovery And Development	Thomas Turi, Ph.D., Vice President, Science & Technology Covance, Discovery & Translational Services
11:15	<p>Which Discovery Levers should we be pulling to drive up phase 2 success?</p> <ul style="list-style-type: none"> • Review of key causes of efficacy failure at phase 2 and how new predictive science and PHC capabilities can address the root causes • Case studies exemplifying the success of these approaches 	Duncan McHale Ph.D, Vice President, Translational Sciences, Discovery Enabling Capabilities and Science, AstraZeneca



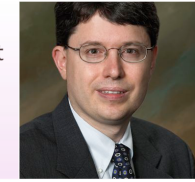
Tony Owen Worldwide Director
Marketing, Chromatography &
Informatics Software Agilent
Technologies

Innovation Spotlight

11:50 Day 1

Steven Hutchins, Senior Vice President
Strategic Business Development,

Evotec



Innovation And Mature Laboratory Software
Platforms

Give Me Something Better But Don't Change
Anything!



[Access Link For Gbx-Live](#)

“Integrated Drug Discovery Services: The Future
of Outsourcing“.

Pre Scheduled Meeting 1 - 12:20

Pre Scheduled Meeting 2 - 12:40

Pre Scheduled Meeting 3 - 13:00



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Onsite Delegate Meetings Option

Please ask a member of staff at reception to arrange
meetings onsite. Meetings are subject to availability
and delegate status. Please ask a member of staff for
assistance.

[Down Load Catalogue Link](#)



13:20 Day 1

Networking Lunch

Sponsored By Agilent Technologies

Finger Food Served at the Exhibition Area
A Selection of Hot and Cold Food will Be available

Intro	Moderator: Introduced by Michael Mentesana Pharmaceuticals & Life Sciences R&D Advisory Services Leader Price Water House Coopers	Moderator: Introduced by Neil Patel Pharmaceuticals & Life Sciences R&D Advisory Consultant Price Water House Coopers
14:15	Stream Keynote Strategic Partnering to Increase the Speed & Efficiency of Drug Discovery and Development Thomas Turi, Ph.D., Vice President, Science & Technology Covance, Discovery & Translational Services	Stream Keynote "Developing Nephrotoxicity Assays: Translation into Humans" Thomas Herget, Senior. Director New, Technology Evaluation Division Chemicals R&D, Merck KGaA
15:00	Afternoon Refreshments: Served At The Exhibition Area	Meetings Exchange
15:30	Tina Garyantes Senior Director of Lead Identification Technologies , Sanofi Aventis	Leveraging Innovation to Create an Integrated Approach Combining High-Content & High-Throughput Screening"
16:10	Jean-Pierre Bizzari, M.D. Sr. VP Clinical. Research-Oncology Celgene Corporation	Innovative Clinical Trial Design in Oncology – Panacea and/or Pitfall
16:45	A Unique Opportunity for Industry to Leverage Resources to Advance Biomarkers Research , Biomarkers have the potential to streamline and even revolutionise investigations of pathobiology, Shawnmarie Mayrand-Chung, Ph.D./J.D. NIH Program Director, Biomarkers Consortium	Innovations in Imaging – Applications and Opportunities in Drug Discovery and Development Thomas Bocan, PhD, Senior Director, Head of BioImaging Center, PharmaTherapeutics Research & Development, Pfizer Inc.
17:15	Day One Closing Key Note: Alfred P. Tonelli Vice President, Pre-clinical Drug Evaluation, Johnson and Johnson PRD, LLC, USA	Enabling approaches for synergizing the strengths of big Pharma to fill the scientific and financial gaps of the smaller biotech companies.
17:45	<ul style="list-style-type: none"> • Leaders Panel Discussion, Chaired By Price Water House Coopers And Sponsored By Thomson Reuters. • (DETAILS ON PAGE 6) 	<ul style="list-style-type: none"> • Champagne Reception, Follow By Networking Gala Dinner. • Sponsored By Covance & Agilent Technologies

GLOBAL LEADERS INNOVATION PANEL DISCUSSION DAY 1: SPONSORED BY THOMSON REUTERS

“Learn, Debate And Bench Mark With Some Of The Most Influential Leaders In Drug Discovery And Development Globally”

KEY WORDS

MINDSET, TECHNOLOGY STRATEGIES, SHARING AND TRANSPARENCY

Panel Chairman:

by Michael Mentasana

Pharmaceuticals & Life Sciences R&D Advisory
Services Leader

Price Water House Coopers

This panel will discuss and debate today's key
challenges within the drug research &
development realm.

FORWARD A QUESTION?

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18:00 - CHAMPAGNE RECEPTION & DRINKS

18:15 - NETWORKING GALA DINNER,

SPONSORED BY THOMSON REUTERS.



Chris Flores Ph.D Senior
Director of external innovation
for Neuroscience Johnson &
Johnson



Rod Mackenzie Ph.D
Senior Vice President
Head of Pharma Therapeutics
R&D, Pfizer, Inc



Dr. Eric de La Fortelle Ph.D
Global Head, External
Research and Technologies
F. Hoffmann-La Roche Ltd



Stevan W Djuric, PhD
Senior Director, Medicinal Chemistry
& Advanced Technology Global
Pharmaceutical R&D Abbott



Joe Donahue is Vice President,
Commercial Operations Life
Sciences
Thomson Reuters



Michael Mentasana
Pharmaceuticals & Life Sciences
R&D Advisory Services Leader
Price Water House Coopers

Executive Questions

- 1 The financial situation and the global economic crisis is on everybody's mind, including the effects on areas of drug discovery and drug development. How is your organization developing solutions to help reduce the cost of drug development & increase the value to Healthcare systems? (across the panel)
- 2 How is imaging being used effectively as a drug discovery tool today? Can you explain how managing imaging data is a challenge on different levels and what may be some of the solutions around this problem?
- 3 In the area of personalized medicine, the ability to select patients for therapy seems to be gathering momentum. Several pharma companies are discussing this. I request the panelists to provide some examples and elaborate the value and importance. (panel or big pharma representatives/ Novartis)
- 4 We hear a lot about healthcare-IT and Translational medicine. How are these linked and how can the pharmaceutical companies leverage the implementation of healthcare-IT? (across the panel)
- 5 What infrastructure does pharma need to have in place to leverage the healthcare-IT continuum?
- 6 comments from Pharma executives and cross remarks by (TBA)

Day 2	MORNING KEY NOTES PRESENTATIONS:	Speakers
08:45	Chairperson's Welcome Address	Moderator & Day 2 Chairman: Tony Tramontin, Partner, McKinsey & Company
09:00	“External Innovation J&J Pharmaceutical Neuroscience franchise.”	Chris Flores Senior Director Of External Innovation For Neuroscience, Johnson & Johnson
09:45	Bringing Next Generation Systems & IT Innovation To The Table” Transparent, Personalised And Shared Information To Achieve Success	Vicki Seyfert-Margolis, Ph.D. Senior Advisor, Science Innovation and Policy Food and Drug Administration
10:30	<ul style="list-style-type: none"> • Morning Refreshments 	<ul style="list-style-type: none"> • Served At The Exhibition Area
10:45	<p>Innovative Design: Integration Of Lean, Six Sigma, And Structured Innovation Approaches</p> <p>Innovation, Lean, And Six Sigma: Rethinking How We Do Drug Discovery & Development</p> <p>Designing The Future: How Lean Sigma Thinking Can Improve R&D</p> <p>Design Thinking In Drug Discovery & Development / New Thinking In Drug Discovery: Lean Thinking</p>	<p>Keith Russell PhD MBB</p> <p>Global Innovation & Design Continuous Improvement Leader Business Performance & Continuous Improvement, AstraZeneca R&D</p>
11:15	<p>Accelerate the drug discovery process — using enabling chemistry technologies</p> <ul style="list-style-type: none"> • industry changes & Drivers • Creating value from an integrated approach 	<p>Stevan W Djuric, PhD, Senior Director, Global Pharmaceutical Research and Development, Advanced Technology, Medicinal Chemistry Technologies, Structural Chemistry Abbott</p>
11:45	How informatics can support the partnering function”	<p>Dennis X. Murray, Global Head Information Management Drug Safety and Risk Management, and Partnering Pharma Global Informatics Roche</p>



Aris Persidis President and co-founder, Biovista

Innovation Spotlight

12:15 Day 2

Peter Gates PhD
Director Data Architecture,
Johnson & Johnson



Expanding The Uses Of Drugs And Understanding Their Safety As Early As Possible: Implications For Personalised Medicine.



[Access Link For Gbx-Live](#)

J&J's distributed business model defines a microcosm of the healthcare industry. A key value proposition for us is the integration of data across our various organisations.

Pre Scheduled Meeting 1 - 12:45

Pre Scheduled Meeting 2 - 13:00

Pre Scheduled Meeting 3 - 13:15



13:30 Day 1

Executive Seated Lunch

Please make your way to the conservatory.

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Finger Food Served at the Exhibition Area
A Selection of Hot and Cold Food will Be available

Themes	Moderator: Introduced by Tony Tramontin, Partner, McKinsey & Company	Moderator: Introduced by Partner, McKinsey & Company
14:15	Translational Science Approaches - from Target Discovery through Patient Tailoring Kalpana Merchant, Ph.D. CSO, Translational Science Eli Lilly and Company	Bringing IT innovation to the table” Robert Boland , Team Leader - MRL IT Technology Innovation, Merck & Co. Inc.
14:45	Engineered Tissue Based-Drug Discovery, High Content Analysis of Cardiotoxicity Regenerative Medicine Discovery Platform, Wound Healing and Tissue Fibrosis Assessment, 3D Cell Culture Tools Tetsuro Wakatsuki Ph.D., MS, Assistant Professor Medical College of Wisconsin, Co-Founder InvivoSciences, LLC	How Research Informatics Platform Fueled by Innovation, Agility and Partnership is creating Business Value Ajay Shah, Ph.D., MBA, PMP, Director, Research Informatics, Elan Pharmaceuticals Inc.
15:15	Afternoon Refreshments	Served At The Exhibition Area
15:30	Application of biosimulation to predict human safety: example of liver toxicity. Harvey J. Clewell, Ph.D., The Hamner Institutes for Health Sciences, Research Triangle Park NC	"Pros and Cons of Simulating Innovative R&D Designs" The talk would address the use of predictive analytics to model and evaluate misc. R&D designs. More realistic simulations of the R&D process can facilitate better assessment of the intended improved performance and its new cost and risk profiles, before substantial resources are committed to implementing such designs. However, it is not always easy to collect high quality relevant empirical data, statistics, or expert opinion, to fit the model parameters and verify all modeling assumptions. It is even more difficult to convince occasional skeptics that such an approach could in principle lead to novel and useful insights. Dr. Otto Ritter works as IS Informatics Science Director
16:00	The Evolution of Biomarkers". Strategies for enabling drug candidate testing with biomarker assessment in early clinical studies: expanding the exploratory IND/CTA approach Robinson T William Ph.D.	Growing our innovation culture in Research & Development Information to create value for AstraZeneca” Scott Thomas, Sr. Director Scientific Service Development, AstraZeneca
16:30	<ul style="list-style-type: none"> • Leaders Panel • Chairpersons Closing Remarks 17:15 • GDDIS 2010 Leaders Summit Ends 	Further Information Can Be Seen On The Following Page. Page 9

GLOBAL LEADERS INNOVATION PANEL DISCUSSION DAY 2: SPONSORED BY COVANCE INC

“Learn, Debate And Bench Mark With Some Of The Most Influential Leaders In Drug Discovery And Development Globally”

KEY WORDS

TRANSLATIONAL SERVICES INSIGHTS, INNOVATION IN HIGH-CONTENT ANALYSIS,
MINDSET & DESIRED DATA

Panel Chairman: Day 2

Vicki Seyfert-Margolis, Ph.D.

Senior Advisor, Science Innovation and Policy

Office of the Chief Scientist

Office of the Commissioner

Food and Drug Administration



FORWARD A QUESTION?

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🎤-Key Feature: Key Discussion And Debate



Dr. Marc K Hellerstein Ph.D Co-
Founder, Chairman of the
Scientific Advisory Board
KineMed, Inc.



Prof. Thomas Herget
Sen. Director New, Technology
Evaluation Division Chemicals R&D,
Merck KGaA



Michael Dorato, Ph.D., D.A.B.T.
VP, Discovery Services
Covance, Discovery &
Translational Services



Duncan McHale, Vice President,
Translational Sciences, Discovery
Enabling Capabilities & Science,
AstraZeneca



Dr. Tony Owen
Worldwide Director Of
Marketing Chromatography &
Informatics Software
Agilent Technologies



Kalpana M. Merchant, Ph.D.
Chief Scientific Officer Translational
Science, Research Laboratories at
Eli Lilly Company

Executive Question & Themes

- 🎤 Evaluating an integrated approach” Discussing advanced discovery capabilities and leveraging innovation in translational tools such as imaging, biomarkers and genomics to generate data that yields more effective results”
- 🎤 Desired & Adaptable data” Moving towards a new integrated collaboration between data management tools and innovation. (across the panel)
- 🎤 Translational Services Insights” How to create an in-depth and transparent partnership in drug discovery and biomarker services (CRO question).
- 🎤 How is imaging being used effectively as a drug discovery tool today? Can you explain how managing imaging data is a challenge on different levels and what may be some of the solutions around this problem?
- 🎤 How do you see the future of LIMS – is there a replacement on the horizon?
- 🎤 What is the biggest challenge you experience in the laboratory software environment?
- 🎤 Cloud computing, smoke and mirrors or a real alternative for the future?
- 🎤 An impetus to technology innovation in high-content analysis. What is innovation and how far have we come?

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