



Feb 2006 BIOTECH SEMINAR

presented and sponsored by:
**THE NORTH AMERICA TAIWANESE ENGINEERS' ASSOCIATION'S
~SIG BIOTECH~**

PRESENTATIONS:

“The Role of Marketing in the Bioscience Industry”

DATE: **Friday, Feb 24, 2006**

TIME: **6:30 PM**

LOCATION: **Squire Sanders Law Firm
600 Hansen Way, Palo Alto, CA 94304**

REGISTRATION: **FREE for NATEA members, \$5 for non-members, pizza/ soft drink**
RSVP: ysyang@stanford.edu or slcheng1@yahoo.com

Speaker's BIO:

Audrey Erbes, Ph.D., is a life-science business development and marketing consultant who provides clients with a global perspective to her assignments. Also a developer of customized executive education, she originated and currently teaches three bioscience business development and marketing courses for UC Santa Cruz Extension that comprise the core of a new Bioscience Business and Marketing Certificate in 2005/06. Previously she developed the core courses for the Sequence in Biotech Business and Marketing at the UC Berkeley Extension.

With more than 25 years of managerial experience in marketing and business development in the biotech and pharmaceutical industry, she was Executive Vice President and cofounder of Kowa Research Institute, a biopharmaceutical licensing and investment subsidiary of Kowa Company Ltd., Japan. Before that, she held management positions at Syntex Corp. (acquired by Roche) in market research, product management, strategic marketing and planning, and business development in the U.S. and abroad, with a special emphasis on Europe and Asia/Pacific/Canada. She earned an M.A. and Ph.D. in political science from the University of Florida.

Industry activities include publishing Face to Face with Investors, *Pharmaceutical Executive*, (June 2003), chairing BIO 2004 panel entitled “The Most Likely Successful Business Model for Personalized Medicine ” and organizing and directing an 8-international speaker symposium and partnering meeting on June 10, 2004 for 15 Japanese biotech company and academic executives.

Abstract:

Critical market/product considerations are often overlooked in the development of bioscience technologies and products to the detriment of successful funding and/or building the highest possible revenues for a marketed bioscience product. This can easily occur when inventor/scientist entrepreneurs focus all the company resources on the development of the science or technology alone. There's a natural tendency when resources are scarce to focus on overcoming the technical and regulatory hurdles. They may not have the experience to understand the need to have a "marketing voice" at the management table early on or they misunderstand that marketing is limited purely to sales/promotional aids for promoting the product to the customer and irrelevant prior to launch. Dr. Erbes will explore the integral role of certain marketing/business functions from marketing research to business development in building a successful bioscience company. She will also share local resources where founders can learn more about these functions.