

# DAILY AGENDA: JUNE 2-8, 2019

# BOTECH EAST



MANNING SCHOOL  
OF BUSINESS



Biogen  KGI



JACK M. WILSON CENTER  
FOR ENTREPRENEURSHIP

# DAY 1: SUNDAY, JUNE 2

- 7:30 am onwards**                      Travel to Lowell, MA
- 3:00 pm – 9:00 pm**                      Check into River Hawk Village 39 Perkins Street, Lowell, Ma.
- 5:30 pm – 6:00 pm**                      Shuttle Leaves to Allen House 20 Solomont Way, Lowell, Ma.
- 6:30 pm – 8:30 pm**                      **Program-Welcome Reception & Networking Event**  
*Opening Remarks by: Denise Dunlap, Thea Clarke, Dean Sandy Richtermeyer, and Dean Steve Casper*
- 8:30 pm-9:30 pm**                      Shuttle Returns to River Hawk Village



# DAY 2: MONDAY, JUNE 3

**7:00 am – 8:30 am**

**Breakfast at Fox**

*Walk to the Manning School of Business, Room 180*

**Location: Pulichino Tong Business Center (72 University Avenue)**

**9:00 am – 12:00 pm**

**Academic Session 1**

*Speakers: Steve Casper & Denise Dunlap PTB180*

**Topic: “Commercialization in Biotech”**

**12:00 pm – 2:30 pm**

**Lunch & Guest Speaker**

**Location: ETIC- Perry Atrium- 1<sup>st</sup> Floor (40 University Avenue)**

*Speaker: Anjan Mehta*

**Special Topic: “The Commercialization of Technology”**

**2:30 pm – 3:00 pm**

Break

**3:00 pm - 4:30 pm**

**Technology Project Introductions**

*Speakers: Steve Casper & Denise Dunlap ETIC*

**4:30 pm – 6:00 pm**

**Special Topic: “Ethical Considerations & Presentation Fundamentals”**

*Speaker: Deb Casey ETIC*

**6:00 pm onwards**

Dinner on your own/work on projects/study



# DAY 2 Speakers



**Steve Casper**

Ph.D in Government, Cornell University

Dean, Professor of Management, Henry E. Riggs School of Applied Life Sciences, Keck Graduate Institute (KGI)



**Denise Dunlap**

Ph.D in Global Strategic Management, Temple University

Assistant Professor, MEI Department, Manning School of Business



**Anjan Mehta**

Masters in Engineering Management, Operations Research

President, Trident Consulting Group



**Deb Casey**

Masters in Business Administration, University of Massachusetts Lowell

Teaching Professor, MEI Department, Manning School of Business

# DAY 3: TUESDAY, JUNE 4

<b>7:00 am – 8:30 am</b>	<b>Breakfast at Fox</b> <i>Walk to the Manning School of Business</i>
<b>9:00 am – 12:00 pm</b>	<b>Academic Session 2</b> <i>Speaker: Spencer Ross PTB180</i> <b>Topic: “Market Fundamentals for Life Scientists”</b>
<b>12:00 pm</b>	Shuttle to Massachusetts Medical Device Development Center (M2D2) 110 Canal Street, Lowell, Ma.
<b>12:30 pm – 1:30 pm</b>	<b>Lunch &amp; Guest Speaker Panel Topic: “Funding a Start-up” (Sponsored by M2D2)</b> <i>Speakers: Nancy Briefs Daniels, Bill Yelle, &amp; Nathaniel Hafer</i>
<b>1:30 pm - 2:30 pm</b>	<b>Special Topic: “Product Oriented Discovery”</b> <i>Speaker: Thomas Jozefiak</i>
<b>2:30 pm – 3:00 pm</b>	Tour of M2D2, Mary Ann Picard, Director of M2D2
<b>3:00 pm – 4:00 pm</b>	<b>Guest Speak Panel Topic: “Careers and Entrepreneurial Paths”</b> <i>Speakers: Brian Hess &amp; Carl Lawton, Moderator: Bill Yelle</i>
<b>4:00 pm onwards</b>	<b>Networking event with refreshments, light appetizers (Sponsored by M2D2)</b>
<b>6:30 pm</b>	Explore Lowell / dinner on your own / work on projects / study  Shuttle returns to River Hawk Village or take Uber on your own

# DAY 3 Speakers



**Spencer Ross**

Ph.D in Marketing, University of Massachusetts Amherst  
Assistant Professor, MEI Department, Manning School of Business

## Panel Members



**Nancy Briefs Daniels**  
Co-Founder, President,  
CEO at AltrixBio



**Bill Yelle**  
Executive Chair of Envisia,  
Serial Entrepreneur and  
Teaching Professor, Manr  
School of Business



**Nathaniel Hafer, Ph.D.**  
UMASS Medical, Asst. Professor,  
Molecular Medicine  
Co-Founder, M2D2



**Thomas Jozefiak Ph.D.**

Co-founder and Chief Scientific Officer of Glyscend

## Panel Members



**Brian Hess**  
Chief Executive Officer  
and Founder at  
LaunchPad Medical



**Carl Lawton** Director  
Biomanufacturing  
Center here at UML



**Moderator: Bill Yelle**  
Executive Chair of  
Envisia, Serial  
Entrepreneur and  
Teaching Professor,  
Manning School of  
Business

# DAY 4: WEDNESDAY, JUNE 5

**7:00 am – 8:30 am**

**Breakfast at Fox**

*Walk to the Manning School of Business*

**9:00 am – 12:00 pm**

**Academic Session 3**

*Speaker: Jack Wilson PTB180*

**Topic: “Lean Launch, Business Models & Technological Entrepreneurship”**

**12:00 pm – 2:30 pm**

**Lunch & Guest Speaker Panel Topic: “Developing Your Career Path at Various Stages”**

*Speakers: Robin Kleiman, PJ Anand, Paul Wacnik, Kasper Roet, Jose Perez, & Abby Mariga, Moderator: Thea Clarke ETIC*

**2:30 pm – 3:00 pm**

**Break**

**3:00 pm - 5:00 pm**

**Special Topic: “Academia and Entrepreneurship: A Clinical Perspective about Technologies”**

*Speaker: Paula Gardiner ETIC*

**5:00 pm – 8:00 pm**

**Dinner on your own / work on projects / study**



# DAY 4 Speakers

## BIOTECH EAST



**Jack Wilson Ph.D.**

President Emeritus

Distinguished Professor of Higher Education, Emerging Technologies, and Innovation  
University of Massachusetts Lowell

### Panel Members



**Robin Kleiman**

Senior Director,  
Translational Cellular  
Sciences, Biogen



**PJ Anand, Ph.D.**

Founder, , President &  
CEO, Alcyone  
Lifesciences, Inc.



**Paul Wacnik**

Director of Digital  
Medicine, Pfizer



**Kasper Roet Ph.D.**

Founder and CEO of  
QurAlis and Research  
Fellow at the Boston  
Children's Hospital and  
the Harvard Stem Cell  
Institute



**Jose Perez, Ph.D.**

Associate Director,  
Cell Pharmacology  
at c4 Therapeutics,  
Inc



**Abby Mariga, Ph.D.**

Research Scientist,  
Biogen



**Thea Clarke**

Dir. of Communications  
at the American Society  
for Cell Biology



**Paula Gardiner**

MD, MPH

Associate Professor, Department of Family Medicine and Community Health,  
UMASS Medical School



# DAY 5: THURSDAY, JUNE 6

**7:00 am – 8:30 am**

**Breakfast at Fox**

*Walk to the Manning School of Business*

**9:00 am – 12:00 pm**

**Academic Session 4**

*Speaker: Bill Yelle PTB180*

**Topic: “Strategy, Financing and Partnerships for Entrepreneurial Companies”**

**12:00 pm – 2:30 pm**

**Lunch & Career Development Workshop: “Connecting the Dots”** *Speakers: Cynthia Fuhrmann & Spencer Fenn ETIC*

**2:30 pm - 3:00 pm**

Break

**3:00 pm – 5:00 pm**

**Special Topic: “Project Consulting Assistance”**

*Virtual Office Hours with Nathaniel Hafer ETIC*

**5:00 pm - 8:00 pm**

Dinner on your own / work on projects / study



# DAY 5 Speakers

## BIOTECH EAST



**Bill Yelle**

Executive Chair of Envisia, Serial Entrepreneur and Teaching Professor, Manning School of Business



**Cynthia Fuhrmann, Ph.D.**

Asst. Dean, Center for Biomedical Career Development, Graduate School of Biomedical Sciences, UMASS Medical School



**Spencer Fenn, Ph.D.**

Asst. Director, Center for Biomedical Career Development, Graduate School of Biomedical Sciences, UMASS Medical School



**MANNING SCHOOL  
OF BUSINESS**

# DAY 6: FRIDAY, JUNE 7

**7:00 am – 8:30 am**

**Breakfast at Fox**

*Walk to ETIC*

**Location: ETIC- Perry Ballroom- 1<sup>st</sup> Floor (40 University Avenue)**

**9:00 am – 12:00 pm**

**Academic Session 5**

*Speaker: Denise Dunlap ETIC*

**Topic: “Social Networks, Entrepreneurship & Innovation”**

**12:00 pm – 2:00 pm**

**Lunch & Keynote Speaker**

*Speaker: Harvey Lodish ETIC*

**Topic: “Academic Entrepreneurs, New Technologies, and Building Companies to Treat Disease: A Personal History of Genzyme, Millennium, and Rubius”**

**2:00 pm - 2:30 pm**

Break

**2:30 pm – 4:00 pm**

**Final Project Presentations- Group 1 ETIC**

*Guest Judges: Jack Wilson, Stephen McCarthy, & Denise Dunlap*

**4:00 pm - 4:30 pm**

Break

**4:30 pm – 6:00 pm**

**Final Project Presentations- Group 2 ETIC**

*Guest Judges: PJ Anand, Bill Yelle, & Mary Ann Picard*

**6:00 pm - 8:30 pm**

**Program-Closing Reception & Networking Event**

**Location: Alumni Hall (84 University Avenue)**

# DAY 6 Speakers



## Keynote Speaker: Harvey Lodish

Dr. Lodish received his A.B. degree Summa Cum Laude in Chemistry and Mathematics from Kenyon College in 1962 and his Ph.D. degree in genetics from the Rockefeller University in 1966. Following two years of postdoctoral research at the M.R.C. Laboratory of Molecular Biology with Drs. Sydney Brenner and Francis Crick, he joined the faculty of the MIT Department of Biology. He was promoted to Professor in 1976, and in 1983 was appointed Founding Member of the new Whitehead Institute for Biomedical Research. In 1999 he also became Professor of Biological Engineering in the new MIT Department of Biological Engineering.

He was elected a fellow of the American Association for the Advancement of Science in 1986, a member of the National Academy of Sciences in 1987, and a fellow of the American Academy of Arts and Sciences in 1999. He is a member of the Board of Trustees of Boston Children's Hospital, where he chairs the Board Research Committee. He is also the lead author of the textbook Molecular Cell Biology; the seventh edition was published in April 2012. During the 2004 calendar year he served as President of the American Society for Cell Biology. Dr. Lodish was a founder and scientific advisory board member of several biotech companies including Genzyme, Inc. and Millennium Pharmaceuticals. Since 2007 he has been the Founding Chair of the Scientific Advisory Board of the Massachusetts Life Sciences Center, the group charged with oversight of the state's 10- year \$1 billion investment in the life sciences.

Over 170 MD, PhD, and MD/PhD students and fellows have trained in his laboratory; two of his trainees have received the Nobel Prize and six have been elected to the US National Academy of Sciences or the Institutes of Medicine.

## Judges



**Jack Wilson Ph.D.**  
President Emeritus  
Distinguished Professor  
of Higher Education,  
Emerging Technologies,  
and Innovation  
University of  
Massachusetts Lowell



**Stephen McCarthy, Ph.D.**  
University Professor,  
M.S. Co-Coordinator,  
Director, Co-Director  
Director and Founder of  
M2D2



**Denise Dunlap Ph. D.**  
Assistant Professor, MEI  
Department, Manning  
School of Business



**PJ Anand, Ph.D.**  
Founder, President &  
CEO, Alcyone  
Lifesciences, Inc.



**Bill Yelle**  
Executive Chair of  
Envisia, Serial  
Entrepreneur and  
Teaching Professor,



**Mary Ann Picard**  
Director of  
Operations for  
M2D2

# DAY 7: SATURDAY, JUNE 8

6:30 am – 12:00 pm

Check-out of River Hawk Village

7:00 am – 8:30 pm

Breakfast at Fox

Explore Lowell, Boston, etc. on your own and travel home



## Our Partners & Sponsors:



**JACK M. WILSON CENTER  
FOR ENTREPRENEURSHIP**



**MANNING SCHOOL  
OF BUSINESS**

## **Meet the University of Massachusetts- Lowell Faculty and our Partners**



### **Director of the Manning School of Business Biotech East Program**

Denise Dunlap

Denise Dunlap is an Assistant Professor in the Department of Marketing, Entrepreneurship and Innovation at the Manning School of Business. She is also a visiting research scholar at the Keck Graduate Institute of the Claremont Colleges. She received a PhD from the Fox School of Business at Temple University in Global Strategic Management. Prior to joining UMass-Lowell, she taught at Northeastern University, Temple University Japan, and Widener University in undergraduate, MBA and EMBA programs. Her industry experience includes working for Fortune 500 firms like Waste Management. Her research focuses on how global knowledge sourcing strategies matter for innovation. She is most well-known for her research on breakthrough innovations in the global, bio-pharmaceutical industry. Her work has been presented at well-respected academic conferences and international audiences such as the United Nation Conference on Trade and Development. Her research has been published in the Journal of International Business Studies, Research Policy, Strategic Entrepreneurship Journal, Journal of Product Innovation Management, Journal of Business Ethics, Journal of International Management among other journals.



Sandra Richtermeyer

Sandra Richtermeyer is dean of the Manning School of Business. She brings more than 25 years of higher education experience to UMass Lowell, including more than 12 years in academic leadership roles ranging from global professor-in-residence of the Institute of Management Accountants to department chair and associate dean of the Williams College of Business at Xavier University in Cincinnati. She works actively with a variety of professional organizations and is a frequent speaker on topics related professional development and leadership. Richtermeyer's teaching and research interests are in the areas of corporate governance, accounting information systems, and nonprofit and governmental

accounting. Her research interests include technology enablement and enterprise systems, non-profit accounting, and corporate governance. Richtermeyer has authored many articles in academic and practitioner publications and has more than 20 years of experience on boards as well as technology and accounting related advisory committees. In addition to her academic background, she worked as a CPA for many years in Denver with a practice focus on compliance, assurance and systems implementation. Richtermeyer served as the Global Chair of the Institute of Management Accountants from 2010-2011. She is the 2013-2014 Ohio Accounting Educator of the Year and the 2011 American Women's Society of CPAs Educator of the Year. She is the 2013-2014 President of the American Accounting Association (AAA) Ohio Region and a Vice President on the board of the AAA Accounting Program Leaders Group. She has also served a member of the Executive Board of the Ohio Society of CPAs, a board member on the Committee of Sponsoring Organizations (COSO) of the Treadway Commission, in addition to service on the U.S. Comptroller General's Green Book Advisory Council. Richtermeyer holds both her Ph.D. in accounting and her M.S. and MBA from the University of Colorado.



Jack Wilson

Jack Wilson is President Emeritus the University of Massachusetts and Distinguished Professor of Higher Education, Emerging Technologies, and Innovation, The University of Massachusetts Lowell. Dr. Wilson has served as a Professor and an administrator in research universities for most of his career. He has also founded and led a private sector computer software company -The ILinc Corporation. President Emeritus and Distinguished Professor of Higher Education, Emerging Technologies, and Innovation, University of Massachusetts, 2011- President (interim) Edward M. Kennedy Institute for the United States Senate 2011-2012, President, Univ. of Massachusetts 2003-2011, Dean of Engineering (interim) 2012-2013, Founding Chair of the Mass Green High-Performance Computing Center 2009-2011. CEO, UMassOnline and Vice President, Univ. of Massachusetts 2001-2003, 2003 J Erik Jonsson Distinguished Professor of Physics, Engineering Science, Information Technology and Management as well as other titles (Professor, Dean, interim Provost, Research Center Director, etc.) at Rensselaer Polytechnic Institute 1990-2001. Chairman of the Board of the ILINC Corporation 1993-2000. President 1993-95, One of three founders. Eventually a \$500 million educational software company. Chief Executive Officer of the American Association of Physics Teachers 1982-1990, Professor of Physics, University of Maryland 1984-1990 Ph.D. in physics from Kent State University and honorary doctorate from Thiel College.

He is currently serving as the Chair of the U.S. Department of Education FIPSE Advisory Board, The Board Chair of the National Center for Academic Transformation, and a member of the Advanced Cyber-Security Center Board. He served as the Chair of New England Defense Technology Initiative, The Higher Educational National Security Advisory Board to the FBI, CIA, and Homeland Security, and was an appointed voting delegate of Massachusetts to the Education Commission of the States. His work in creating new learning environments enabled by advances in computing, communications, and cognition has been recognized by awards such as the Theodore Hesburgh Award, the Pew Charitable Trust Prize, the Boeing Prize, an Outstanding Civilian Service Medal by the United States Army for service to the Army Education program, and as a Fellow of American Physical Society and the American Association of

Physics Teachers. He also chaired the Online Learning Commission for the Presidents of the American Public and Land-grant Universities (APLU) which did a study of the online learning strategies of the public research universities in partnership with the Sloan Foundation. He Chaired the Commission on Innovation, Competitiveness and Economic Prosperity of the Presidents of the American Public and Land Grant Universities.



Spencer M. Ross is Assistant Professor of Marketing at UMass Lowell's Manning School of Business. In the interactive marketing context, Dr. Ross's research focuses on consumer engagement with digital marketing innovations such as interbrand communication on social media platforms (e.g., Twitter, Instagram), holographic consumption experiences, and visual media strengthening consumer-brand perceptions. In the transformative consumer research context, he is primarily focused on prosocial consumption behaviors including materialism, mindfulness, charitable donations, and consumer dispositions toward prosocial consumption. Dr. Ross has published in the *European Journal of Marketing*, *Journal of Public Policy & Marketing*, *Journal of Business Research*, and *Journal of Consumer Affairs*.



Bill has spent over 30 years in the biopharmaceutical industry, with experience ranging from large pharma to early stage, venture-backed companies. He currently serves as Executive Chairman of Envisia Therapeutics, as well as an advisor to several entrepreneurial startups. He is also an adjunct faculty member at the Manning School of Business at the University of Massachusetts Lowell campus. Prior to Envisia, Bill served as CEO of Aldea Pharmaceuticals, where he built an executive team, completed a successful \$28 M Series B raise and brought two programs into the clinic. Prior to Aldea, he was Senior Vice President of Corporate Development and Licensing for Sunovion Pharmaceuticals Inc. (formerly Sepracor Inc.). While at Sepracor, Bill was instrumental in the companies' transition from an early stage clinical organization with just over 30 employees into a fully integrated pharmaceutical company consisting of close to 3,000. At Sepracor, he was responsible for the consummation of over 30 material transactions, the most notable being the company's sale to Dainippon Sumitomo Pharma for \$2.6 billion in 2009. Prior to joining Sepracor in 1995, Bill held various positions of increasing responsibility in Pfizer's U.S. Pharmaceuticals Group. In addition to working as Executive Chair at Envisia, Bill recently joined the Board at the Jack M. Wilson Center for Entrepreneurship in The Manning School of Business at the University of Massachusetts Lowell. Prior board assignments include LQ3 Pharma and Aldea Pharmaceuticals. Bill has an M.B.A. in Management/Marketing from Columbia University, an M.S. in



Organic Chemistry from the University of California at Berkeley and a B.S. Cum Laude from the University of Massachusetts Lowell.



**Deb Casey**

Deborah Casey is- An experienced senior business leader with proven success in developing strategies, leading teams, directing operations, penetrating new markets, managing key accounts, cross divisional collaboration adding millions of dollars in annual revenue. Experience in businesses from semiconductors to market research. Combines expert strategic planning and business planning skills with a track-record of delivering strong financial results and profitable growth within competitive markets in a start-up environment and an ongoing concern. Mentor and leader of new and experienced salespeople; able to handle multiple roles and management responsibilities while personally driving new business. Strong and decisive leadership competencies, yet flexible in responding to constantly changing organizational demands. Expert performance in C-level presentations, negotiations, and closings with strong business acumen. Now a Teaching Professor at UML specializing in digital marketing and presentation skills.

## **Partners**



**Steve Casper**

Steven Casper, is dean of the School of Applied Life Sciences and Henry E. Riggs Professor of Management. He joined KGI in July 2003, is a leading expert on the 'business of science' and has studied the success and failure of bioscience hubs around the world. He is widely published in the fields of economic sociology, international business, and public policy, and is the author of a book on the development of the science-based industry in Europe (Creating Silicon Valley in Europe: Public Policy Towards New Technology Industries, Oxford University Press, 2007).

Dr. Casper has been selected as an academic year fellow at the Netherlands Institute of Advanced Studies and a summer fellow at the Center for Advanced Study in the Behavioral Sciences, Stanford University. Dr. Casper received his PhD in government from Cornell University. He joined KGI from the University of Cambridge, where he was a university lecturer

in innovation and entrepreneurship at the Judge Institute of Management Studies. He was previously employed as a senior research fellow at the Social Science Center in Berlin.



Thea Clarke is the Director of Communications and Education at the American Society for Cell Biology, where she has worked for the past 14 years. She has been involved in organizing the summer biotech courses since 2014 and is passionate about providing resources to those looking to transition to industry jobs. At ASCB she oversees digital communications, marketing, and education, as well as public outreach programs for the Society.