

Please join NJBPNG on Tuesday, March 22nd from 6:00-9:00 pm for a panel discussion.

Biopharmaceutical Consulting in 2016 and Beyond: Top Strategies, Tips and Trends You Need to Know

Moderator: **Dalfoni Banerjee**, Consultant & CEO, 3Sixty Pharma Solutions LLC

Panelists:

- **Sherrin Johnson**, Principal, Johnson Marketing & Consulting Associates, LLC
- **Anthony Ford-Hutchinson**, Principal, Ford-Hutchinson Consulting, Ltd
- **Michael Tocci**, Founder & Principal, TranScientae Consulting
- **Jeff Souza**, CEO & Partner, BioBridges, LLC

Join us for a comprehensive view of the biopharmaceutical consulting landscape. Invited consultant experts will share their success stories and what mistakes to avoid. Whether you are just thinking about consulting as a new career path, have already begun and are seeking best-practices or are a seasoned consultant who wants to expand his/her business – this program is for you!

Topics that will be covered include, but are not limited to:

- Types of consulting and current trends in supply and demand
- Transitioning from a corporate career to consulting and lifestyle adjustments
- Due-diligence, planning, resources and branding
- Weathering the (inevitable) dearth in contracts; tips on marketing while engaged
- Legal and accounting considerations

Agenda:

6:00 - 7:15 Networking & Reception

7:15 – 7:40 Introductions

7:40 - 8:30 Panel Discussion

8:30 - 9:00 Q&A

Sponsor: BioBridges, LLC

BioBridges represents and manages the career portfolios of clinical development professionals. Their unmatched level of market insight allows them to successfully align their professionals with the programs that need them. BioBridges scalable model provides the experience that works, to deliver the contributions necessary to advance science and produce breakthrough therapies.

Biographies

Dalfoni Banerjee

Consultant & CEO, 3Sixty Pharma Solutions, LLC and
Principal, Professional Capabilities Partners, LLC

In 2011, Dalfoni Banerjee established the consulting firm 3Sixty Pharma Solutions LLC, which partners with clients in large, mid-sized and start-up biopharmaceutical companies to support their US and international Subject Matter Expert Program & Project Management needs in Marketing, Clinical Operations, Regulatory, Pharmacovigilance and Due Diligence. Her career in the biopharmaceutical industry began in 1990 at Centocor as an in vitro diagnostic product development specialist, where she optimized CA-125 immunoassays, then consulted at the DuPont Experimental Station, using molecular biology techniques to support the development of an automated genetic fingerprinting system for microbial RNA detection and characterization, which subsequently became the RiboPrinter®. In 1993, Dalfoni joined Merck, where she led the training and inspection readiness program in preparation for regulatory approval of a hepatitis A vaccine. She subsequently advanced to several roles at Merck, including: global clinical research, driving pediatric and adult vaccine trials; Health Sciences Consultant, where she managed the Philadelphia market, identifying and engaging KOLs vis-à-vis cutting-edge scientific topics on arthritis and analgesia; and marketing communications/promotional medical education, where she led the development and execution of strategy for revenue-driving, scientific platform-aligned, evidence-based promotional tactics for the bisphosphonate franchise. Professional Capabilities Partners, LLC offers an online capabilities assessment and marketing system. Businesses and individuals experience the online Journey of Introspection®, where participants evaluate their business or career-related value and learn to confidently express

it in a cogent, pithy manner. The experience culminates in a one-page, professionally designed advertisement suitable for personal or business marketing – the Professional Capabilities Portrait©.

Sherrin Johnson, Principal, Johnson Marketing & Consulting Associates, LLC

Sherrin Johnson's consulting firm helps pharmaceutical and biotechnology companies meet their challenges for new product planning, life cycle planning and portfolio optimization. Ms. Johnson has extensive experience in a wide range of therapeutic areas. Prior to consulting, Sherrin held Senior Marketing positions for Merck and J&J. Anthony W. Ford-Hutchinson, Independent Consultant to the Pharmaceutical Industry
Tony obtained his BSc, MSc and PhD from the Universities of Birmingham, Warwick and London. His career at Merck started at Merck Frosst Canada where he spent 17 years moving from Director of Pharmacology to Senior Vice President and Site Head. During his time in Canada, the laboratories there developed Singulair®, for the treatment of adult and pediatric asthma and allergic rhinitis, and selective COX-2 inhibitors for the treatment of osteoarthritis and pain. In 1998, Tony moved to Pennsylvania to head the basic research efforts worldwide. As an Executive Vice President he became responsible for franchise strategies in multiple disease areas, including Vaccines and Infectious Diseases. After 30 years at Merck, Tony retired in February 2012 and is currently a member of several Biotech boards and SABs and is CSO of Ribonova Inc, a company working in the tRNA space and also working on treatments for mitochondrial diseases.

Michael J. Tocci, Founder & Principal, TranScientae Consulting, LLC

Michael is the founder of TranScientae, LLC, a small consulting firm, specializing in translational research paradigms. He currently serves as Associate Dean of Research for the NJ Center for Science, Technology & Mathematics at Kean University. Dr. Tocci has more than 35 years of experience working in the pharmaceutical and biotech sector, holding research and management positions as Director of Molecular Immunology at Merck, cofounder & Vice President of Research for Cell & Molecular Technologies, Inc. and in various positions at Sanofi Pharma, including Director and US Head of Genomic Sciences, Head of the Cambridge Genomics Center, Senior Director and US Head of Biological Sciences, and finally, Vice President and Global Head of Research and Preclinical Development for the Immuno-inflammation Therapeutic Unit. He is a graduate and distinguished alumnus of the SUNY College at Cortland and received his Ph.D. from the Pennsylvania State University College of Medicine in Hershey, PA. During the course of his career research teams under his oversight have contributed to the discovery, development and approval of 2 NCEs and 3 NBEs that have reached the market.

Jeff Souza, CEO & Partner, BioBridges, LLC

In 2012 Jeff joined BioBridges as an Advisory Board Member and in 2014, became CEO and Partner. He is responsible for overall leadership of the company in administration, finance, operations, marketing, human resources recruitment and business development. Additionally, Jeff is responsible for adding key team members and driving national expansion within the scope and services of BioBridges current Career Portfolio™ Management model. He is also responsible for expanding the BioBridges brand by continuing service excellence for both consultants and clients. Jeff began his career as a medical laboratory scientist, spending over a decade on the provider side of healthcare. After completing a nursing degree, he moved into the business side of healthcare in the human capital space. He was approached to head up a multi-state expansion for Favorite Staffing and was later recruited by Cross Country TravCorps, Inc., where as Vice President of Business Development, he took on the task of the expansion of the company's life sciences/clinical trials division. Jeff was then sought out for the startup of the clinical research and drug development staffing business in North and South America for United Health Group/Ingenix. In 2008, Jeff was recruited by the partners of Leaders For Today, LLC., a then localized Massachusetts and Rhode Island based provider of interim healthcare leadership. He was tasked with taking over the daily operations of the firm, planning and executing a national practice. In 2009, he started a retained search division making the Modern Healthcare list of the Top 25 Healthcare Recruiting Firms in the US. The company is now in 26 states. He is a nationally known speaker and writer on leadership, career management and future trends in healthcare and the life sciences.