



Our Expert Speaker Panel

MARTINE MAZZETTI

AstraZeneca

Vice President IMED Project Management

ANDREAS KIRBERG

STADA Arzneimittel AG

Vice President Business Development

BORIS HESSER

Merck Serono, Senior Director, Head of Global Portfolio Management Fertility, Endocrinology and General Medicine

SRINIVASAN SWAMINATHAN

Jubilant Life Science

Vice President – Program Management

HANNES LOFERER

Onconova Europe GmbH

VP Project Planning and Portfolio Management

MARKUS LANG

Merz Pharmaceuticals

Global Project Leader, Director

CLAES BUXFELDT

AstraZeneca

Global Price and Reimbursement Director

MARCUS STARK

Boehringer-Ingelheim Animal Health GmbH,

Global Program Leader

JACQUES MARCEL

Sanofi Pasteur, Head of Project Management TBC

WILL SPOOREN

F. Hoffmann-La Roche, Section Head Behavioural Pharmacology and Pre-Clinical Imaging and Coordinator EU-AIMS

VARADA BAPAT

Wockhardt, Head of Project Management

THOMAS VARMING

ALK Abello, Project Portfolio Manager

NADJA MERKUSHEVA

PAREXEL International

Associate Project Director

PETE HARPUM

Mannaz, Client Director

RICHARD SONNENBLICK

Enrich Consulting, Chief Executive Officer

Senior Representative, Clarizen

10th Project & Portfolio Management

in the Pharmaceutical Industry

23 – 24 October 2014

Eurostars
Berlin Hotel

Pre-Conference Workshop 22nd October 2014

Developing Core Competencies to Succeed with Complex Projects by
PETE HARPUM Ph.D. Affiliate Professor,
Grenoble Ecole de Management & Client Director at Mannaz



What's new

Building an Action Plan Session
Finding solutions to challenges
Exploring the benefits of Big Data
and its impact on the portfolio
Stop by Session and much more!

GOLD SPONSOR:

Mannaz

Enabling real achievement |

SILVER SPONSOR:

enrich

Who will you meet

CxOs, SVPs, VPs, Global heads, Heads, Directors, Senior Managers, Managers, Team Leaders, Researchers, Scientists of Pharma/ Biotech companies responsible for:

Portfolio Management, Project Management, Lifecycle Management, Pharmaceutical Development, R&D, Portfolio Strategy, Strategic Planning & Decision, Strategy & Portfolio Analysis, Portfolio Selection, Decision Analysis, Business Development

What will you hear about?

- Find out why companies are moving away from diversification
- Learn how to implement KPI system to assess the effectiveness of the projects
- Examine more meaningful measures of the output
- Discover where to find the breakthrough new products
- Discuss why risk management is still a problem

ABOUT BERLIN

Berlin is not only the capital and the largest city of Germany, it is also one of the country's 16 states. Located in the northeast, Berlin lies close to the borders of Poland and the Czech Republic. Besides the significant role Berlin has played in our history, the city is nowadays known as one of the most influential centres of culture in Europe. Berlin offers its visitors numerous educational, intellectual, recreational and cultural opportunities. It combines 19th century architecture with the latest modern trends, it is home to museums, green parks and a vibrant nightlife.

A large number of companies have registered for our PPM events, is your company among them?

Abbott, Acino Pharma, Actelion, AHP Manufacturing - Wyeth Medica Ireland, Algeta, ALK-Abello, Almirall, Amgen, Apogenix, Arterium Pharmaceutical Corporation, Astellas Pharma Europe, AstraZeneca, Axellia Pharmaceuticals, Baxter International, Bayer Healthcare, Bayer Schering Pharma AG, Becton Dickinson France S.A.S., Boehringer Ingelheim, CA Plc., Canteion, Celgene, CEVA Sante Animale, Chiesi Farmaceutici SPA, CIB, Cora Systems, CSL Behring, Dainippon Sumitomo Pharma (DSP), DEBIO R.P. SA, DebioPharm, Dompe Pha.R.Ma SpA, DSM Biologics, Elli Lilly, Enrich Consulting, Eurand, F.Hoffmann-La Roche, Ferring International Center, Fertin Pharma, Fresenius Medical Care, Galapagos, Galderma, Gambro Dasco Spa, Gedeon Richter Polska, Genentech, Genmab, Genzyme, GlaxoSmithKline, Glenmark Pharmaceuticals, Grunenthal GmbH, Harpum Consulting, Hovione FarmaCiencia, IMS Health, Institute de Recherche Pierre Fabre, IPA - Independent Project Analysis, Inc., Ipsen, Kinapse, Kyiv National University of Technology and Design, LaborMed Pharma, LEO Pharma, Lundbeck, Medimmune, Medivir Aktiebolag, Merck KGaA, Merck Serono, Merck Sharp & Dohme, Merial, Merz Pharmaceuticals GmbH, NicOx, NNIT, Norgine, Novartis, Novo Nordisk, Nycomed, Oracle Software S.A., Orion Pharma, Perrigo Pharma, Pfizer, Pharmaxis, Planisware Deutschland, Planview Inc., Ratiopharm, Roche, Sandoz, Sanofi, Sanofi Pasteur, Santen, Sartorius AG, Shionogi, SIFI Group, Sigma-Tau Spa, Solvay Pharmaceuticals, Spengler Fox, Stada, Swedish Orphan Biovitrum, Synthon Holding, Teva Pharmaceuticals, Thomson Reuters, TPG The Project Group, Transgene, TRION Pharma GmbH, UCB, University of Applied Sciences, US Pharmacia Sp. Z o.o., Vertex Pharmaceuticals, Vifor Pharma, Warszawskie Zaklady Farmaceutyczne Polfa SA, Wockhardt, Xellia Pharmaceuticals, Yuhan Corporation, Zambon Spa...

MEDIA PARTNERS:



For speaking and panellist opportunities please contact:

PRE-CONFERENCE WORKSHOP | 22nd OCTOBER 2014

DEVELOPING CORE COMPETENCIES TO SUCCEED WITH COMPLEX PROJECTS

This workshop will serve as an interactive platform designed to assist all participants in acquiring practical skills and knowledge about the areas covered. The sessions will provide a learning and benchmarking opportunity for industry professionals involved in project and portfolio management.

13:00 REGISTRATION AND COFFEE

13:20 WELCOME NOTE FROM THE WORKSHOP LEADER

13:30 Session I: The Research Base that Defines Competencies for Complex Projects

- Competencies for 'traditional' projects
- Research evidence for competencies for complex projects
- Implications of this research knowledge for industry

Session II: Applying the Research Knowledge of Competencies to Real Life

- From research to your reality
- Impacts at organisational levels
- Impacts at the personal level

Session III: Identifying your Own Personal Areas for Development in Managing Complex Projects

- Build on your dilemmas as a project leader to create new personal competencies
- Peer-to-peer coaching: real work on competence development
- Creating your own complex project management personal development plan

17:00 CLOSING REMARKS

MEET THE WORKSHOP LEADER:



PETE HARPUM, PH.D.

Affiliate Professor at **Grenoble Ecole de Management** & Client Director at **Mannaz**

Dr Harpum's academic work is focussed on the management of the creative front end of projects. He has a strong reputation in Europe and the USA as a highly knowledgeable, deep-thinking expert in project management across high technology engineering and life science sectors. He has been researching and educating in the engineering, infrastructure and life science sectors for over 14 years (with 20 years previous experience as a hands-on project manager). Pete has also advised and worked collaboratively to build world class organisational capability in the management of project-based innovation with engineering and technology focussed firms, including several of industry's largest players.

Pete works as a Client Director with Mannaz, a Danish headquartered Executive and Project Leadership consultancy and as Affiliate Professor at Grenoble Ecole de Management, teaching management of technology. He also carries out post-graduate lecturing and research for The University of Manchester, University College London, Chalmers Business School, and Manchester Business School. He is the editor and author of several academic articles and publications, incl. the editor of the book 'Portfolio, Program, and Project Management in the Pharmaceutical and Biotechnology Industries', published for Wiley in April 2010.

CONFERENCE DAY 1 | 23 OCTOBER 2014

- 8:30 REGISTRATION COFFEE
- 9:00 WELCOMING NOTE FROM FLEMING EUROPE
- 9:05 OPENING REMARKS FROM THE CHAIR

TRENDS IN PROJECT & PORTFOLIO MANAGEMENT

9:10 Surface Complexity Arising out of Deep Simplicity

- The application of complex project theory to drug projects – ideas on step change improvement in the effectiveness and efficiency of drug project management
- Traditional project management approaches to drug discovery and development receive a mixed reception in the industry
- Research demonstrates that Biopharm industry project management significantly lags other high risk high technology new product sectors
- Drug projects can be conceptualised as complex projects with little difficulty
- The theory of complex projects brings great insight into more effective ways to manage drug projects

PETE HARPUM, Mannaz, Client Director

9:40 The Payer: A Powerful Stakeholder to Be Considered

The payer is becoming an increasingly powerful stakeholder in nearly every geographic market, which emphasizes the importance of a strong economic value proposition for any new therapy.

- Developing strategies to effectively incorporate payer concerns into the scope of portfolio decision making
- Incorporating health economics and outcomes research in earlier stages of product development
- Establishing separate functions to focus on the market access issues of pipeline products

CLAES BUXFELDT, AstraZeneca

Global Price and Reimbursement Director

10:10 Discovering the Strategy Hidden in Your Portfolio and Deciding if It Is the Strategy You Want

- How to identify the strategic dimensions of your portfolio
- How to assess depth and strength in each strategic dimension
- How to build a portfolio assessment the entire company will believe, support, and act upon

RICHARD SONNENBLICK, Enrich Consulting

Chief Executive Officer

10:40 MORNING COFFEE & NETWORKING

11:10 Program and Life Cycle Management – How Things Fit Together

A case study from Boehringer Ingelheim Animal Health

- Maximise the value of a new molecule over its entire lifecycle
- Develop an approach to structured and coordinated life cycle management
- Key stakeholders in the company to be taken on board
- Project management and program management: differences and commonalities
- Shared responsibilities between R&D and Marketing
- How does it work in real life? Experiences made so far

MARCUS STARK, Boehringer-Ingelheim Animal Health GmbH, Global Program Leader

THE HUMAN SIDE OF PROJECT MANAGEMENT

11:40 Optimising Decision Handling – Aligning Governance and Project Team

- Creating a direct link between the project manager, the project team and the organisation's strategy
- How can project teams can influence company strategy?
- What contribution can they make?

ANDREAS KIRBERG, STADA Arzneimittel AG

Vice President Business Development

12:10 Managing Projects in Complex Organisations

Many companies have become more complex over time with matrix organisation overlying traditional functional departments and many more new functions that did not exist before. It is a special skill today to maneuver through these organisations in order to move projects forward

- What is the role of a project coordinators
- How does the project team and project leader manage their stakeholders, especially in a matrix organisations?
- How to manage resources in matrix organisations?

VARADA BAPAT, Wockhardt

Head of Project Management

12:40 LUNCH

13:40 Project Management Skills in Alliances, Mergers and Acquisitions

- Project Manager as a negotiator and mediator
- How to gain an understanding of stakeholders' concerns and working with them to reach agreement
- How to keep the whole team synchronized at the same level of information
- How to keep processes under control and monitor efficiency

14:10 IT Tools for Optimising Project & Portfolio Management

- Exploring the latest tools for PPM and multi-project management
- What is the impact of software on portfolio development and the decision making process?

TBA, Clarizen

14:40 STOP BY SESSION + coffee break

A great opportunity to assess solutions and explore what's new in the market. Visit our solution providers in the exhibition hall and make sure you are entered into a prize draw!

INNOVATION AS THE WAY FORWARD

15:10 Innovative Initiatives – EU-AIMS

- Fourteen leading academic centers across Europe have partnered with Autism Speaks and six major industry partners to form a public private partnership called EU-AIMS.
- The goal of EU-AIMS is to create a fully integrated pre-clinical and clinical research network in Europe in order to advance this field into evidence based medicine.
- EU-AIMS was set-up in 2012 and is led by Roche with a budget of around 35 million €
- Autism spectrum disorder (ASD) is a severe neurodevelopmental disorder affecting up to 1% of the population with no treatment available.

WILL SPOOREN, F. Hoffmann-La Roche

Section Head Behavioural Pharmacology and Pre-Clinical Imaging and Coordinator EU-AIMS

15:40 Innovation in Generics – The Need for Continuous Improvement and Innovation in Process and Products

- How can the generics industry make sure it responds to new discoveries?
- Ways to make sure that your portfolio stays ahead of the curve

SRINIVASAN SWAMINATHAN, Jubilant Life Science, Vice President – Program Management

16:10 Exploring the Benefits of Big Data

The pharmaceutical industry is in an innovation crisis. Discuss, discover the benefits and learn how to transform this wealth of data into a new model for project and portfolio management.

Reflect on the current business model and examine how effectively utilising these data could help better identify new potential drug candidates and development into effective and approved medicines.

- What does big data actually constitute?
- What are the best methods to access big data?
- How can you nurture big data culture within your team?
- How can big data be applied to better portfolio decision making?
- How can data be managed and integrated to allow companies to derive maximum benefit?

NADJA MERKUSHEVA, PAREXEL International

Associate Project Director

16:40 Q&A Session

17:00 CLOSING REMARKS FROM THE CHAIR

Speakers and delegates are cordially invited to attend a NETWORKING COCKTAIL RECEPTION

CONFERENCE DAY 2 | 24 OCTOBER 2014

9:00 WELCOMING NOTE FROM THE CHAIR

9:05 Prioritizing and Managing Early Development Projects in a Diverse Portfolio

- Project initiation and planning
- Setting the project goals & resources
- Managing delays in timelines
- Project value & risk profile
- Measuring team performance

MARTINE MAZZETTI, AstraZeneca

Vice President IMED Project Management

9:45 Prerequisites and Approach to Achieve Portfolio Optimisation

- Leverage organizational restructuring to benefit project-level evaluation
- How integration of portfolio management tools in development planning can benefit your portfolio analysis
- Why a consistent and rigorous approach of a translational medicine concept is key in project prioritisation and optimisation
- A consistent and integrated project-level evaluation process from early development to LCM, across all TAs, will more efficiently lead to an improved decision making on project prioritisation and portfolio optimisation.

BORIS HESSER, Merck Serono, Senior Director, Head of Global Portfolio Management Fertility, Endocrinology and General Medicine

10:25 MORNING COFFEE & NETWORKING

11:05 Applying a Strategic Approach to R&D Portfolio Management

Measuring R&D productivity has been a historical issue in the pharmaceutical industry. This concept is especially important and difficult to manage in a big and complex organization, which must evaluate an enormous amount of data to make the best possible decision across a large portfolio.

- The need of a more meaningful measure of the output
- Assessing different approaches to measure productivity
- At what stage of development of the project should measurements be made?

THOMAS VARMING, ALK Abello

Project Portfolio Manager

RISK – THE LIFE PARTNER

11:45 Risk – Why is Risk Management still a Problem?

- Exploring why risk remains a problem for project and portfolio managers
- Identifying and managing specific risks
- Identifying the soft factors that drive the risk evaluation
- How do risk assessment results drive the portfolio decision?

MARKUS LANG, Merz Pharmaceuticals

Global Project Leader - Director

12:20 Risk Management from an Oncology Perspective

- Oncology portfolio in a small company environment
- Developments/dynamics in the regulatory landscape (EU and US)
- Innovation versus reimbursement constraints
- Timely readiness for commercial manufacturing

HANNES LOFERER, Onconova Europe GmbH, VP

Project Planning and Portfolio Management

13:00 LUNCH

14:00 Building An Action Plan – Finding Solutions to Challenges

The conference will culminate with a session where conference delegates are asked to "Build An Action Plan", a step by step guide for a specific challenge they will choose. This session is an essential part of the whole conference program that has been designed to give you take-aways to act upon.

- Delegates will then be given a list of topics to choose from and will be split into groups according to their favourite topic. In addition, each delegate can suggest a topic when he / she registers to the conference via website or at the registration desk during the first day of the event.
- Delegates will have 5-10 minutes to discuss and select the main points that they would like to discuss with more depth. Each group will come up with a detailed action plan for their chosen challenge.
- Each group leader will present to the whole audience their group solution with a step by step action plan.

16:00 CLOSING REMARKS FROM THE CHAIR

16:10 FAREWELL COFFEE AND NETWORKING

