



*Sino-American Pharmaceutical Professionals Association-
Greater Philadelphia Chapter (SAPA-GP)*

P.O. Box 224, West Point, Pennsylvania, 19486-0224, USA
www.sapa-gp.org

2008 SAPA-GP Commercial Workshop

1:00 pm – 5:00pm, Saturday, April 5th, 2008

Homewood Suites by Hilton
1200 Pennbrook Parkway
Lansdale, Pennsylvania, USA, 19446
1-215-362-6400.

On-line registration at <http://www.sapa-gp.org/workshop/reg8.htm>

Registration fee: Workshop - SAPA member \$15, non-SAPA member \$25, student \$10.

Executive summary:

The objective of this event is to invite leaders and managers from different commercial functions in major pharmaceutical companies to give an overview of their commercial responsibilities and how business strategy/tactics are developed and implemented. Also, the speakers will share their career path leading to their current roles. An audience of 100 is expected to attend this event with the majority being Chinese-heritage professionals from pharmaceutical and health care industries in Greater Philadelphia area.

On Site Registration begins: 12:30 PM

1. 1:00-1:10 pm

Introduction: Zhongda Zhang, SAPA-GP president

2. 1:10-1:30 pm

Pharmaceutical Commercial Overview

Kai Li, PhD, MBA

Kai Li is the Associate Director of Worldwide Strategic Marketing in Biotech/Immunology/Oncology Franchise at Johnson & Johnson. Currently at J&J, Kai is Global Commercial Leader for two key oncology pipeline compounds. Kai has also been leading strategy development and L&A in oncology and supportive care at J&J.

Kai has 9-year experiences in biotech and pharmaceutical industry and has held a number of leadership positions. From 96-98, Kai served as Vice President of Business development in Viridis, a biotech startup, where he co-invented the technology to bio-synthesize Tamiflu™, leading to worldwide adoption to treat Asia Bird Flu. Kai also led the efforts to seek funding for the startup and was responsible for initial \$2 MM Angel investment. After his Ph.D., he headed a research group in Dow's biotechnology division at San Diego, where he was responsible for 4 patents. Kai also served as a manager in New Business Development and was responsible for L&A at Dow Biotechnology. Since 2005, Kai joined J&J, where he is responsible for commercial

development for two biologic drugs. Kai is the first author of 7 scientific publications and one book chapter.

Kai received an MBA in Marketing and Finance from the Wharton School in 2005, a Ph.D. in Organic Chemistry and Biochemistry from Michigan State University in 1999, and a BS in Chemistry from Peking University in 1994. Kai can be contacted by email: Kai2005li@gmail.com or phone 215-514-4191 (cell)

3. 1:30-2:00 pm

Pharmaceutical Strategic Marketing and New Product Development

Julie Pan, PhD, MBA

Julie Pan is the Associate Marketing Director in the Oncology New Product group at Merck & Co, Inc. She is responsible for providing commercial input to the development of 5 cancer compounds in the pipeline.

Julie has 11 years of experience in the pharmaceutical industry. She started with Zeneca Pharmaceuticals as a postdoctoral fellow in 1997, and was soon promoted to the head of a research lab where she led a group of scientists in the research of angiogenesis and cancer biology. Her research led to a number of US patents and publications for AstraZeneca. In 2000, she transitioned into Oncology Marketing, and was responsible for the launch of Iressa, and the development of multiple other oncology compounds in the pipeline. In 2005, Julie joined Merck as the Associate Director of Marketing, responsible for the launch and life cycle planning of Zolanza. Recently, Julie took on the role of commercial lead in the global oncology New Products group, responsible for the 5 oncology compounds in the pipeline.

Julie received her Ph.D. in 1997 from Harvard University and MBA in 2007 from the Wharton School of Business at University of Pennsylvania. She received her BS degree in Microbiology at Fudan University in 1989. Julie can be reached at Julie_pan@merck.com or © 302-379-2289.

4. 2:00-2:30 pm

US Pharmaceutical Sales and Marketing

Maijing Liao, PhD, MBA

Mai-Jing Liao is a Senior Product Manager of Rx Marketing at Xian Janssen, a Johnson & Johnson company. Currently on his international development assignment, Mai-Jing is with Centocor Inc. working on Remicade Marketing. Mai-Jing is also working on the commercial launch readiness for two other biologics.

Prior to joining J&J, Mai-Jing was a postdoctoral fellow in Whitehead Institute of MIT. Mai-Jing is the first /co-first authors of five papers published in leading scientific journals such as CELL, Cancer Research, Genes & Development. He is also a co-inventor of a global patent on the expansion of adult stem cells.

Mai-Jing received an MBA from the Johnson School at Cornell in 2007, a Ph.D. in Biochemistry & Biophysics from University of North Carolina at Chapel Hill in 1999, and a BS in Biological Sciences & Technology from Zhejiang University in 1992. Mai-Jing can be contacted by email at mjiao@yahoo.com or phone at 617-642-4581 (mobile).

5. 2:30-3:00 pm

China Pharmaceutical Sales and Marketing

Yanfeng Sun

Yanfeng is the Manager of Marketing Excellence (Mx), Worldwide Pharmaceutical Strategic Marketing at Johnson & Johnson. He is working here as an International Development Program in 2008. His specific projects include leading the sector-wide Launch Readiness Team, being part of the Mx Talent Management team, and contributing to the Mx Communication Strategy. He is also spearheading several new Mx curriculum offerings, etc.

Before joining the Marketing Excellence team, Yanfeng was a Marketing Manager of Xian-Janssen in Beijing. Yanfeng has worked there for more than 10 years, starting in Regulatory Affairs and then transferring to the Marketing Dept. where he led the Sporanox team, one of the top Rx brands in China. As the Sporanox leader, he had promoted Sporanox in both the Rx and OTC approach; include professional promotion and direct-to-consumer promotion including Television Commercials. In 2006, he led the Risperdal Consta launch team in China, and in the past 9 months, Consta has become the No. 4th or 5th top brand in N05A segmentation in the major Chinese markets such as Beijing and Shanghai.

In addition to Yanfeng's J&J experience, he has worked as Associate General Manager and New Business Development Director in the Yangtze River Pharmaceutical Group.

Yanfeng obtained his Bachelor's degree from Beijing Medical University where he majored in pharmaceutical chemistry. He then earned his Master's degree from the Chinese Academy of Medical Science

Yanfeng can be contacted by email: sunyanfeng@vip.sina.com or phone 908-927-5277 (office)

6. 3:00-3:30 pm

Pharmaceutical Pricing

Patrick Deng, MBA

Patrick Deng is the Director of Strategic Pricing at IMS Health, where he is responsible for pricing strategy development and pricing process management for key IMS Health business and service lines in US.

Patrick has over 8 years of experience in healthcare and technology industries and has held a number of positions in Sales, Marketing, and Strategic Planning. Patrick started in sales at Itochu Corporation in Beijing, China after graduating from Peking University in 1997. And then from 1998-2000, Patrick served in IBM China overseeing product marketing of four product lines. From 2002-2005, Patrick worked in Corning Incorporated in Corning, NY, leading global price planning and forecast for its TFT-LCD component division. In that capacity, Patrick was responsible for the development of pricing strategies and policies for the division's commercial operations across different countries and regions. Patrick joined IMS Health in 2005 and served on his current position since then. He is responsible for leading the transformation of price management of key IMS business and service lines.

Patrick received an MBA in Finance and Strategic Management from the Wharton School in 2002 and a BS in Chemistry from Peking University in 1997. Patrick can be contacted by email: yuedengwg02@yahoo.com or by phone 607-742-8146 (cell)

7. 3:30-4:00 pm

Pharmaceutical Business Development

John Jin, PhD, MBA

John is Executive Director of Clearview Projects, which is a strategic advisory firm advising biotech/specialty pharma/pharma on corporate and business development transactions. Currently, John leads several partnering/alliance projects that are at various stages of deal consummation.

John has over ten years of experiences in healthcare industry on both the R&D and business/commercial side. Since his joining in Clearview, John has managed/led over 10 projects both in both product out-licensing and in-licensing/acquisition across a broad range of therapeutic areas for clients based in Japan, India, US or Europe. Prior to Clearview, John spent several years at Eli Lilly in various functions including corporate strategy, global marketing and portfolio management. Before Lilly, John was a research scientist at Millennium Pharmaceutical where his work in gene expression profiling, gene array and bio-informatics was instrumental in building the company's leading functional genomics platform. John is the author of seven publications including a first-author article in Cell.

John received an MBA from the Wharton School, a Ph.D. in Immunology from Cornell Medical School, and a BS in Medicine from Peking University Medical School. John can be contacted by email: jjin@clvp.com or phone 609-647-9191 (cell)

8. 4:00-4:30 pm

Entrepreneurship in Pharmaceutical Industry

Peter Luo, PhD

Dr. Luo is the director of biologics at Merck & Co, Chief technology officer of Abmaxis Inc, a wholly owned subsidiary of Merck & Co. He cofounded Abmaxis in 2000 as its CTO, President and Board of Directors and established its novel technology platform that led to the successful acquisition of Abmaxis by Merck at 2006. He has many years of experiences in studying the structure-function relationships of oligonucleotides, peptides, and proteins by combining experimental and computational techniques in physics, chemistry, and biology. Prior to founding Abmaxis, Dr. Luo was the first lead scientist of Xencor in protein design and established its protein chemistry lab. Dr. Luo was a post-doctoral fellow in protein folding and prediction at Stanford University. He holds both Ph.D. & MS degrees in physical & bioorganic chemistry from The University of Chicago, a MS degree in physical chemistry from The Institute of High Energy Physics in Chinese Academy of Sciences, and a BS degree in chemistry from Peking University.

9. 4:30 – 5:00 PM

Panel Discussion and Questions

Dinner networking at Lai-Lai Chinese Restaurant

1144 Dekalb Pike, Blue Bell, PA 19422-1814

(610) 277-5988

[Direction: http://www.sapa-gp.org/workshop/direction.htm](http://www.sapa-gp.org/workshop/direction.htm)

