

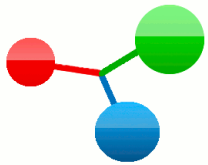


 Join  Connect  Grow

Introduction to San Diego Biotech

<http://sdbn.org/transition>

Nov 14th, 2009 Transitions to Industry Event



Who am I?

- Scientist at heart
- Went to the 'dark side,'
Marketing
- Loves to connect & help
- Wants to change the
world
- Loves to be interrupted

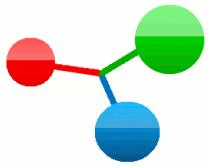






- San Diego's first Biotech
- Founded in 1978
- Diagnostics
- Hybritech 'alumni' founded
 - Ligand, Dura, Gensia, Neurocrine Biosciences, Immune Response Corp., Viagene, Gen-Probe, Nanogen and Genoptix, 175 total
- SD Region home to ~500 companies
- Academic centers 'fuel' growth
- CONNECT, Biocom, SDBN, other orgs serve





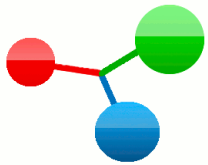
San Diego Biotech



Area	Products	Customers	Examples	No. in SD County*
Life Sciences	Research Tools & Services	Research Scientists	Invitrogen, Millipore	278
Medical Device, Diagnostics	Point of Care Tools or Tests	Clinical Researchers	BioSite	74
Biotech/Ag	Biofuels, Food & Consumer Products or Additives	Investors/Partners, Consumers	Sapphire Energy, Verenum	53**
Biotech/Pharma	Therapeutics	Investors/Partners, Consumers	Amylin, Intellikine	133

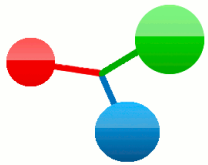
*Data from Biocom's [Product Database](#)

**Additional data provided by [CleanTECH San Diego](#)



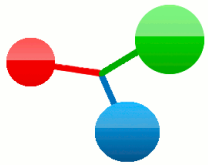
Life Sciences

- **Products: Research Tools & Services**
- **Product Cycle: 1-2 yr**
- **Regulated? No**
- **Customers: Research Scientists**
- **Example: Invitrogen**
- **# in San Diego: 278**
- **Pay: \$**
- **Stability: ++**



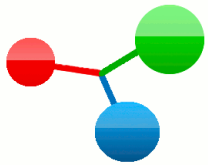
Medical Device, Diagnostics

- **Products: Point of Care Tools or Tests**
- **Product Cycle: 2-4 yr**
- **Regulated? Yes**
- **Customers: Clinical Researchers**
- **Example: BioSite**
- **# in San Diego: 74**
- **Pay: \$\$**
- **Stability: ++**



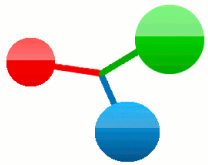
Biotech/Ag

- **Products: Biofuels, Food & Consumer Products or Additives**
- **Product Cycle: 2-8 yrs**
- **Regulated? Yes**
- **Customers: Investors/Partners, Consumers**
- **Example: Sapphire Energy, Verenum**
- **# in San Diego: 53**
- **Pay: \$\$**
- **Stability: ++**

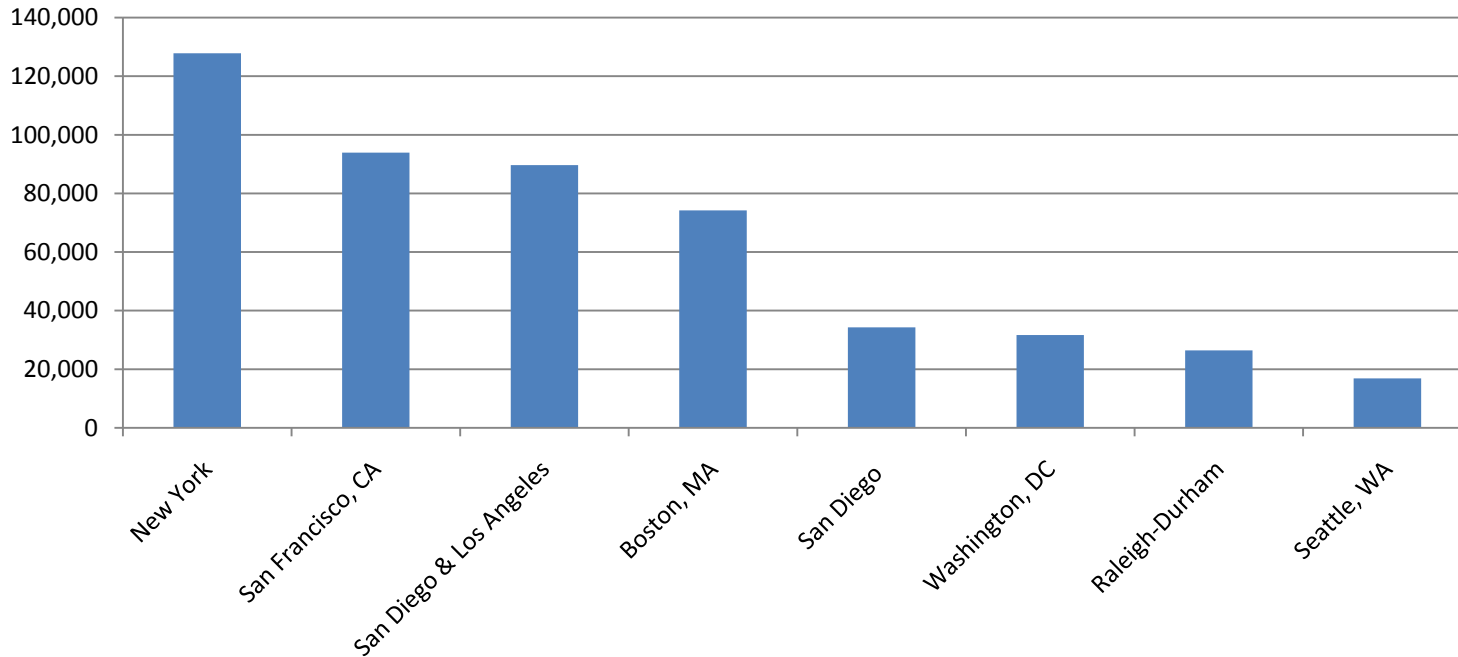


Biotech/Pharma

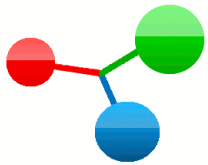
- **Products: Therapeutics**
- **Product Cycle: 5-10 yrs**
- **Regulated? Yes**
- **Customers: Investors/Partners, Consumers**
- **Example: Trius**
- **# in San Diego: 133**
- **Pay: \$\$\$**
- **Stability: +**



Where is Biotech?

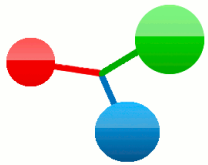


- Numbers calculated from LinkedIn users classified as Biotech, Pharma, Nanotech, Medical Device
- Actual numbers may be as much as 2X
- Total Globally: 1.7M US: 1M



Trends

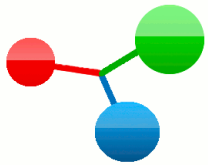
- Funding/Partnerships going to later-stage companies
- Decrease in funding: more pressure to apply science
- Trend towards more outsourcing—not all overseas
- Green tech seems promising, long term impact unclear
- SD Biotech IPO last week: Trius Therapeutics



It's All About the Product

- What will the product be?
- How will we make it?
- How will we meet legal & regulatory guidelines?
- How will we meet quality standards?
- How will we sell it?
- How will we support it?





What will the product be?

- Marketing*, Business Development*, R&D*, Patent Agent*

- Successful companies make unique products that customers need

- Market Research

- Competitive Analysis

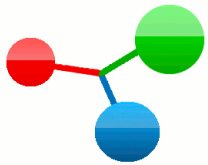
- Technology/Intellectual Property Analysis

- Skills required

- Communication, analysis

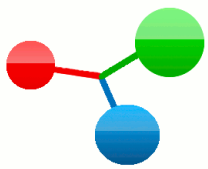
- Your edge

- Knowledge of latest science



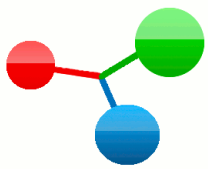
How will we make it?

- R&D, Project Management, QA/QC*
 - Turning an idea into a stable product
- Skills required
 - Teamwork
- Your edge
 - Knowledge of latest tools
 - Development of 'products' during research



How will we meet legal & regulatory guidelines?

- **Regulatory Affairs*, Legal**
 - Set up internal guidelines
 - Communicate with external organizations such as FDA
- **Skills required**
 - Attention to detail
 - Communication
- **Your edge**
 - (Likely need to work up to these positions)



How will we meet quality standards?

● QA/QC*

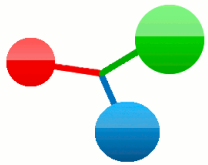
- Set up framework & policies
- Test products

● Skills required

- Attention to detail

● Your edge

- Devising reproducible experimental protocols



How will we sell it?

- **Marketing*, Sales*, Technical Writing***

- **Communicating value**

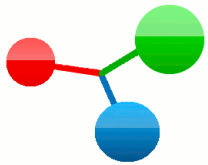
- **Skills required**

- **Creativity**

- **Distilling**

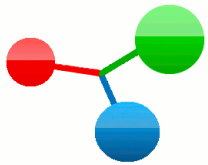
- **Your edge**

- **Network/rapport with scientists**



How will we support it?

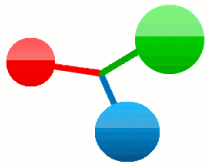
- **Technical Service, Application Specialist*, Technical Writing***
 - Help customers use products
- **Skills required**
 - Technical knowledge of products & research area
- **Your edge**
 - Familiarity with research area or products



What's Your Career Gene?

- R&D is one of many options
- Other avenues may afford more flexibility
- Look to other interests, proclivities



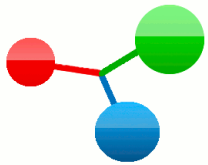


How Did I End Up Here?

- **1990-2000: Grad school, Postdoc**
 - Protein Structures, Visualizations
 - Connecting scientists socially
 - Developed Lab website
- **2000-2007: Invitrogen, EMD, small biotech**
 - Fell in love with Marketing
 - Developed web-based tools for scientists
- **2008: Founded Comprendia, SDBN**

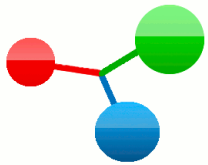
Full Story: <http://bit.ly/39Y6We>





Mary

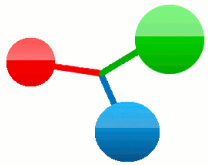
- **Founder, Comprendia/SDBN, *Marketing/Business Development***
- **Average Day**
 - Blog about interesting biotech news or research
 - Help biotech clients develop strategies & tactics for growth
 - Learn from social media network & interact
- **Greatest satisfaction: Connecting people/ideas**
- **Greatest asset: I love my job.**



Karin



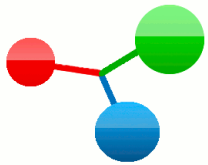
- Director of *Regulatory Affairs*, Biosite
- Average Day
 - Research of diagnostic products on market—how did they fare with FDA?
 - Meetings with project teams, making sure they're gathering the correct data for FDA
 - Learning about patient or doctor issues with products and deciding what actions to take
- Greatest satisfaction: Using her background in science and marketing to bring new products to market
- Greatest asset: Very stable, sought after niche



Steve

- Drug Discovery Specialist, Millipore, *Sales*
- Average Day
 - Meet with drug discovery senior directors
 - Understand their problems
 - Find ways to help
 - Team meetings
- Greatest satisfaction: Helping scientists
- Greatest asset: understanding of drug discovery, great network

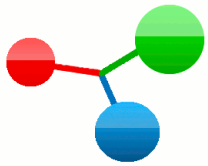




Amy



- **Sr. Science Marketing Writer, Illumina**
- **Average Day**
 - Writing projects: surveying literature and other materials to develop engaging, relevant marketing content
 - Project Meetings, e.g.:
 - Product teams
 - Corporate/Marketing Strategy
 - Communicating & collecting information
- **Greatest satisfaction: Explaining cool, complex technologies**
- **Greatest asset: 'I am good at what I do, and it's fun'**



How Can I Compete?

● Network

- Online & f2f
- Especially with coworkers

● Online

- LinkedIn
 - Online resume
 - Connect to others
 - Join groups
- [Link to me!](#)



sdbn.org



Follow Us On Twitter

- SDBN Feed: Cadence Hit By FDA Delay: San Diego-based Cadence Pharmaceuticals (NASDAQ: CADX) said today that the FDA... <http://bit.ly/1eRRLJ> Link 16 hours ago

Recent Blog Posts

- New NIH Director Francis Collins to be at ASCB Meeting in San Diego
- Transitions to Industry Symposium

San Diego Biotech News

- Cadence Hit By FDA Delay
- Hollis-Eden Pharmaceuticals Inc. to Present Interim Data From Its Phase III Clinical Studies

Local Biotech Events November 2009

SDBN Blog

« Older Entries

New NIH Director Francis Collins to be at ASCB Meeting in San Diego

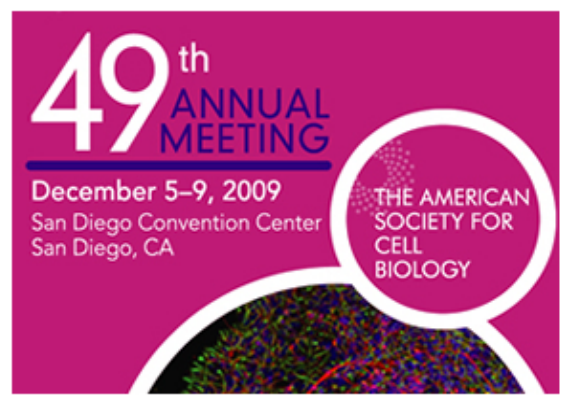
Thursday, November 12th, 2009

18 tweets

retweet

Newly appointed National Institutes of Health (NIH) Director Dr. Francis Collins will attend and speak briefly at the American Society for Cell Biology Conference in San Diego Dec. 5-9. Dr. Collins will provide some short remarks after Rudolf Jaenisch's keynote presentation at 6 p.m. SDBN has requested an interview and hopes to give San Diego Biotechnology professionals a voice for the direction of NIH funding.

Dr. Collins led the Human Genome Project, an achievement which significantly changed the landscape of life science research. The project has found increasing relevance as the data becomes 'translated' into implications for health and medicine. The information has pervasively



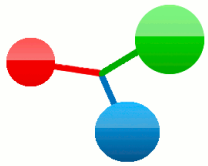
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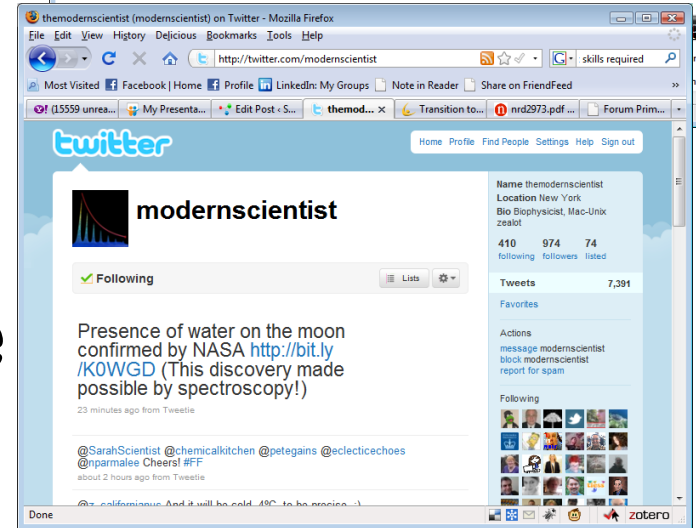
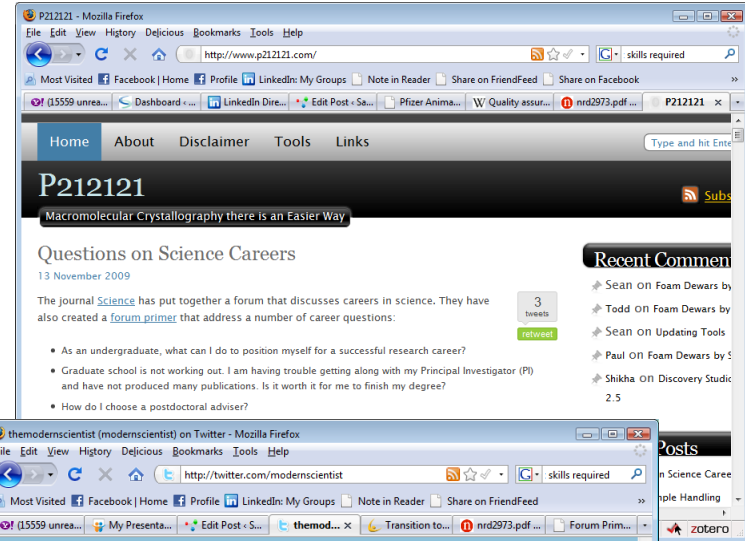
Conference Buzz: FDA Social Media Hearings

- lordampersand: Updated #fdasm word clouds: <http://bit.ly/34RZ4I> (Day 1) - <http://bit.ly/5G4vv> (Day 2) - <http://bit.ly/3oIF5V> (all since 01/11) »
- rawarrior: RT @MeredithGould @rohitbhargava: 7 significant presentations & moments of Day1 #fdasm hearings: <http://twurl.nl/ag1b04#hscsm> [Best in sh ow] »
- MeredithGould: RT @rohitbhargava: 7 significant presentations and moments from Day 1 of #fdasm hearings: <http://twurl.nl/ao1b04#hscsm>

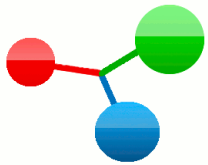


Take an Active Role

- Learn from others
- Social Media is a perfect tool
 - Blog
 - Tweet
- You can start on the SDBN Blog!
 - http://sdbn.org/iwan_nablog







Resources

Item	Link
Social Media for Scientists Pt. 1	http://sdbn.org/sdms
Social Media for Scientists Pt. 2	http://sdbn.org/sms
SDBN Calendar	http://sdbn.org/calendar
SDBN Jobs	http://sdbn.org/jobs
Xconomy	http://xconomy.com