BIOTECHNOLOGY INDUSTRY IMMERSION

Biotechnology has been a disruptive technology in the life sciences industry, especially in biomedical therapeutics and diagnostics. Continued success in the biotechnology industry requires the application of extraordinary leadership and management skills in addition to the scientific innovations.

“Most MBA programs leverage cases to help bring texture to business concepts, but the Immersion program brings cases to life and lets you experience them.” — David Bodimer MBA 19

Course Overview

This course introduces students to the many facets of the biotechnology industry and provides a framework for understanding the complex forces that shape and drive it. You’ll learn from top industry executives about:

- Growth and new developments
- Drug innovations
- Entrepreneurship
- Drug regulations
- Marketing and commercialization

Week 1: Friday, January 10, 2020
Welcome and Orientation

| An Introduction to Drug Development | Lonnie Bookbinder, Ph.D., MBA, Founder and CEO, ARIZ Precision Medicine |
| Issues in Starting a Biotech Company: Creating a Business Model | Lonnie Bookbinder, Ph.D., MBA, Founder and CEO, ARIZ Precision Medicine |

Week 2: Friday, January 17, 2020
Supply Chain Issues
Growing a Company: Is a Pivot the Right Strategy?

| Robert Bottome, Executive Director, Global Supply Chain, BioMarin Pharmaceutical, Inc. |
| Seema Kantak, Ph.D., Executive Director, Biologics & Biotherapeutics, Exelixis, Inc. |

Week 3: Friday, January 24, 2020
Challenges of the Regulatory Approval Process
Tips for Entrepreneurs: Lessons in a Capital Efficient Start-Up

| Anna Marie Tuazon, Ph.D., Manager, Regulatory Affairs, Gilead Sciences, Inc. |
| Craig Shimasaki, Ph.D., MBA, President and CEO, Moleculera Labs and BioSource Consulting |

Week 4: Friday, January 31, 2020
Marketing and Commercialization of Products
Developing a Biopharmaceutical Product

| Tracy Brockman Shafizadeh, Ph.D., Director, Scientific Communications, Samara Freeman, Ph.D., Director of Regulatory Affairs and Intellectual Property, Evolve BioSystems, Inc. |
| Steve Chamow, Ph.D., Principal, Chamow and Associates |

Week 5: Friday, Feb 7, 2020
Innovations in the Future — Big Data Analytics in the Life Sciences
Innovations in the Future — Immunotherapeutics: Cancer Therapy Modalities that Leverage the Immune System

| Kristen Beck, Ph.D., Staff Scientist, Research Staff Member, Industrial and Applied Genomics, IBM Research-Almaden |
| Vivien Chan, Ph.D., COO, Eureka Therapeutics, Inc. |

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Ph.D. students should contact Dr. Kjelstrom to receive permission to enroll

gsm.ucdavis.edu/biotech