

California



New Zealand



Commercialization of New Zealand Biomedical Solutions in the USA

Oct 15th -16th, 2009

at the University of Southern California in Los Angeles, CA

Sponsored by New Zealand Trade & Enterprise
The University of Southern California, Los Angeles
The Alfred Mann Institute at USC
The Southern California Biomedical Council

Oct 15th, 2009

Intellectual Property – Best Strategies
Understanding Reimbursement in the USA
Marketing Assessment for the US Market
Sources of Capital Investments in USA
US Government Funding (SBIR)
Start Up War Stories

Oct 16th, 2009

USC Laboratory visits
Expert to expert conversations
New Zealand Companies meet USC Researchers

Rehabilitation
Tissue engineering – Scaffolding
Information Technology for Healthcare
Respiratory technologies
Infectious diseases - Epidemics
Homecare medical technology

New Zealand Consul-General's Residence Evening Reception on October 15th



The conference will be held at The University of Southern California Davidson Continuing Education Conference Center

3415 S. Figueroa St.
Los Angeles, CA 90007
(213) 740-5219

Driving Directions to Parking Structure D

Enter USC at Gate 4 (Royal Street). After turning onto Royal Street, make a left after the tollbooth to enter Parking Structure D (PSD). Davidson Conference Center is just east of the structure. Parking is complimentary for New Zealand conference attendees.

From the 110 North:

Exit at Exposition and continue west after merging. Turn right onto Figueroa and then left onto Jefferson. At the next traffic light, turn left into Gate 4. See directions above to Parking Structure D.

From the 110 South:

Exit at Exposition and make a right (westbound). Turn right onto Figueroa and then left onto Jefferson. At the next traffic light, turn left into Gate 4. See directions above to Parking Structure D.

From Hollywood Fwy (101):

Take the 101 to the 110 South. Exit at Exposition and make a right (westbound). Turn right onto Figueroa and then left onto Jefferson. At the next traffic light, turn left into Gate 4. See directions above to Parking Structure D.

From the 10 East:

Exit at Hoover and turn right. Head south on Hoover until it ends at Jefferson. Turn left onto Jefferson. At the next traffic light, turn right into Gate 4. See directions above to Parking Structure D.

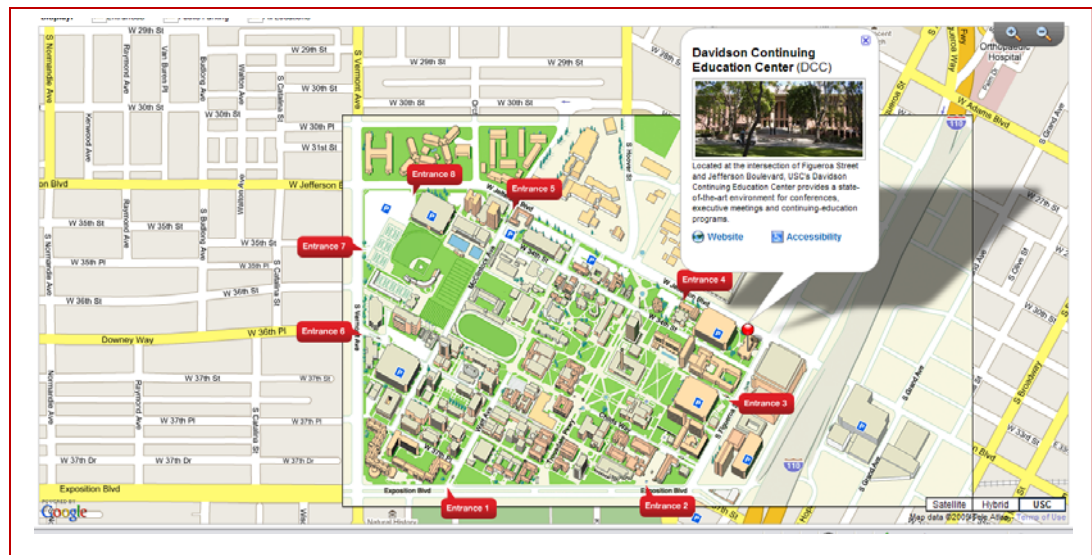


From the San Diego Fwy (405) North:

Take the 405 to Interstate 105. Go eastbound on the 105. Connect to the 110 North. Exit at 37th street/Exposition. Merge onto Exposition and continue westbound. Turn right onto Figueroa Street and then left onto Jefferson. At the next traffic light, turn left into Gate 4. See directions above to Parking Structure D.

From the San Diego Fwy (405) South:

Take the 405 to the 10 (Santa Monica Fwy). Go eastbound on the 10. Connect to the 110 Southbound Fwy. Exit at Exposition. Continue westbound on Exposition. Turn right onto Figueroa Street and then left onto Jefferson. At the next traffic light, turn left into Gate 4. See directions above to Parking Structure D.





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SPONSORS OF THIS EVENT

THANK YOU TO THE FOLLOWING ORGANIZATIONS

NEW ZEALAND TRADE AND ENTERPRISE

www.nzte.govt.nz

New Zealand Trade and Enterprise provides access to experienced people, market knowledge and qualified opportunities to help New Zealand businesses grow and succeed in the global economy.

THE USC OFFICE OF THE PROVOST

www.usc.edu/research

USC is one of a small number of premier research institutions on which the nation depends for a steady stream of new knowledge, art, and technology. USC is rapidly expanding its research activity through a strategy that emphasizes collaboration across multiple disciplines and meeting societal needs, such as preventing, detecting, and curing diseases prior to causing human harm.

THE ALFRED E. MANN INSTITUTE FOR BIOMEDICAL ENGINEERING AT USC

<http://ami.usc.edu>

The Alfred E. Mann Institute for Biomedical Engineering at USC is a non-profit organization that supports development, and commercialization of biomedical devices and other technologies from USC researchers, doctors, and faculty. This is a development center devoted to accelerating the commercialization of biomedical devices by nurturing promising biomedical technologies.

THE ALFRED E. MANN FOUNDATION FOR BIOMEDICAL ENGINEERING AT USC

<http://ami.usc.edu>

Alfred E Mann has dedicated his career to bettering the quality of life for those who suffer from life debilitating disorders through the development of innovative medical devices. It is his desire to further his commitment to mankind by creating university-based industrial biomedical product development organizations (Alfred E. Mann Institutes, AMIs) at elite research institutions around the world to bridge the gap between the public and private sector. Their mission is to expedite and commercialize compelling biomedical technology for the benefit of mankind.



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WELCOME FROM YOUR HOSTS

Peter Bull

Peter Bull has been based in Los Angeles as NZTE Regional Director for the America's since mid 2005. His achievements include refocusing the business and recruiting and developing a new management team; improving client and sector engagement; and developing management and reporting systems that have been adopted throughout the business. For three years prior, Peter was Sector Director, Food and Beverage, based in Wellington. In that role he developed and implemented NZTE's growth strategy with the industry; instigated a retail channel development initiative in Hong Kong; and facilitated setting up the Government, Food and Beverage Industry taskforce. Prior to joining NZTE, Peter had extensive general management experience in the international fresh fruit industry. This included roles at ENZA (1999-2002) in Wellington; Chiquita-ENZA (1998-1999) in Santiago, Chile; and Zespri (1989-1998) in Tauranga. He led large teams responsible for contracting supply; managing international logistics; as well as product and process innovation. Key achievements included commercialising Zespri Gold kiwifruit; implementing environmentally responsible production in the NZ kiwifruit industry; and facilitating business ownership changes. His earlier experience included product and process development in the food, seed and agrochemical industries, in New Zealand and Papua New Guinea. Peter served on or chaired Foundation for Research and Technology advisory and funding committees from 1994 to 2004. Peter has graduate degrees in Business and Science and speaks some Spanish.

Dietrich Ruehlmann

After his 2 year military service in the West German Army, Dietrich enrolled at the University of Osnabrueck in the field of Biology. He continued his education in London, UK and received his BSc (Biomedical Sciences) and PhD (Cellular Physiology) from King's College. Dietrich moved to the University of British Columbia (Canada) for a 2 year postdoctoral fellowship and returned to the UK to join Amersham Biosciences' R&D group. He relocated to the US as part of the Systems Integration group and was responsible for technical sales of high-throughput hardware and software products. Dietrich occupied several positions whilst at Amersham including in the Strategic Marketing group before joining the privately-held Atto Biosciences (Rockville, MD) as Business Manager. After the buy-out through the global health technology provider Becton Dickinson, Dietrich served as Product Manager responsible for hardware and software products, customer support and technical sales. During this time, he completed his executive MBA at the University of Maryland and in 2006, joined New Zealand Trade & Enterprise as Sector Lead for Biotechnology in the Americas based from Washington DC.

Joseph O' Connor

Joseph's background includes considerable experience in the marketing of financial services and the establishing and marketing of international Internet protocol telecommunications services. After receiving his MBA in Finance from the University of Southern California, he worked in the securities industry and served as the President of an investment counseling firm with US\$130 million in assets under management. For 13 years Joseph acted as an independent financial marketing consultant working with small to medium size businesses, assisting them in raising capital, making acquisitions and assisting in initial public offerings. Joseph also served as the head of the international division of an inter-exchange telephone carrier, where he established a network of sales representatives in 32 countries and increased the division's revenue by 265%. Additionally, Joseph formed, with the assistance of Lucent Technologies Corp, an international IP telecommunications company that designed and established IP voice and data networks to four countries.

Jonathan G. Lasch

Serving as the Executive Director of the Alfred E. Mann Institute at USC, Dr. Lasch brings more than 25 years of experience in science and technology development and evaluation in the fields of biomedical instruments and systems, biotechnology, chemistry, and materials science. Jon came to AMI from Convergent Ventures (CV), an early stage venture investment and development company, where he served as managing director and board member of all CV portfolio companies. From 2002-2007, he served on the board of directors of Precision Dynamics Corporation, a privately held healthcare products company, and he currently serves on the board of directors of the Southern California Biomedical Council. Dr. Lasch has held leadership positions at Materia, a materials science company spun out of Caltech, where he served as founding President and CEO, and Cyran Sciences, a Caltech spin-out based on chemical sensor technology. Previously, he served as vice president, technology development for The Scripps Research Institute, the largest not-for-profit biomedical research institute in the United States and was director of research, biotechnology, for PPG Industries. From 2004 through 2008, he served on the faculty of the UCLA Anderson School of Management, in the FEMBA GAP program and for two years as the Director of the EMBA Field Study Program. He received his BS in Biological Science from the University of Texas at El Paso, and his PhD in Chemistry from the University of Texas at Austin.

Dennis Atkinson

Within USC's Vice Provost for Research Advancement's Office, Dennis Atkinson directs university-wide research advancement efforts with corporate partners. In this role, he promotes the research programs University to potential industry collaborators, coordinates internal corporate outreach efforts, pursues additional research external support and aids in the development of USC interdisciplinary programs. Prior to joining USC, he served in research and managerial roles within the Healthcare industry for 20 years. While at General Electric Healthcare, he served as Manager of Academic Research for GE's Applied Science Laboratory (ASL), a role where he directed sponsored research at their major west coast institutions, such as USC. Before GE, he was Senior Scientist and Manager of Research Collaborations for the Magnetic Resonance Imaging (MRI) Division of Siemens Medical Systems. Over the years, he has worked with leaders in imaging in the US and Europe to develop novel medical applications and educational programs to promote medical technology acceptance. As a medical physicist, Dennis has contributed to development of Magnetic Resonance Imaging (MRI) and Spectroscopy (MRS) and has over 50 peer-review publications. The University of Southern California is one of a small number of premier research institutions with nationally ranked schools in engineering, medicine, pharmacy, dentistry, communications, cinematic arts, business, social work, gerontology, healthcare policy and others. Last year, USC had over \$508 million in research expenditures. Recently USC was ranked 19th among all American universities, and 10th among private universities, in federal research support.

Thu Oct 15th – Panel Participants, Moderators and Speakers
LOCATION: DAVIDSON CENTER, USC, BOARD ROOM, 2nd FLOOR

Topic	Panelist # 1	Panelist # 2	Panelist # 3	Panelist # 4	Panelist # 5	Panelist # 6	Moderator
Breakfast – 7:30 -8am	7:30 am – 8:00 am						
Welcome 8am - 8:15	Jon Lasch (AMI) , Dennis Atkinson (USC), and New Zealand Trade Enterprise						
Intellectual Property Technology Transfer 8:15 am -9:00 am	Jessica Rousset Director of Technology Transfer LA Children Hospital	Richard Hull Sr. Director of Tech. Transfer USC Stevens	Larry Gilbert Director Technology Transfer Caltech	Brian Clark Director Tech. Transfer City of Hope	Philip Nelson Attorney Knobbe Martens	Euan Lockhart Attorney Knobbe Martens	Arman Nadershahi Legal Affairs Alfred Mann Institute
Reimburs. Strategies 9:10 am – 9:55 am	Speaker: Nancy Reaven, President of Strategic Health Resources						
Regulatory Strategies 10:05 am – 10:50 am	Les Halberg Vice President Mann Foundation Biomedical Eng.	Kam Leung Regulatory Alfred Mann Institute	Jami Miller Manager of Regulatory Affairs A. E. Mann Foundation	Elizabeth Wagar, MD Prof/Lab Med. Dir. UCLA Clinical Lab		Mike Perrin Director of Quality Assurance & Regulatory A. E. Mann Foundation	
Market Assessment 11:00 am – 11:50 am	Carla Woods Vice President Mann Foundation Biomedical Eng.	Doug Howe Global Marketing Pepperdine University	Ira Kalb Professor USC Marshall School	Nicholas Curtin Strategic Marketing Consultant		Nathalie Gosset Marketing and Bus.Dev Alfred Mann Institute	
Lunch 12:00 pm – 1:15 pm	Keynote Speaker: Ahmed Enany CEO and President of the Southern California Biomedical Council						
Capital Investment 1:30 pm – 2:20 pm	Ken Aldrich Tech Coast Angels	Jeff Scheinrock CEO of Scheinrock Advisory Group	Bruce Blomstrom Director of the Pasadena Angels	George Abe Professor, Faculty Director UCLA		Jon Lasch Director Alfred Mann Institute	
Gov Funding – SBIR 2:30 pm – 3:20 pm	Nima Shiva CEO of Encode Bio	Sara Judd Director of USC Contracts and Grants	Kevin J. Scanlon, PhD CEO & Founder of International BioScience	Dennis Wonica Founder and CEO LaserLight Networks	David Hood President, DH3 & Associates Sr Advisor for the Principal Assistant for Acquisitions US Army MRMC		Cesar Blanco Engineering and Project Management Alfred Mann Institute
Start Up War Stories 3:30 pm – 4: 30 pm	Robert Greenberg CEO 2 nd Sight	Tom Lobl VP of Engineering Neurosystech	Neal Eigler Senior Vice President, CRMD Technology Incubation St. Jude Medical	Molly Schmid Professor and Entrepreneur-in-Residence KGI		Jon Lasch Director Alfred Mann Institute	



NEW ZEALAND

Consulate-General LOS ANGELES

TE AKA AORERE

The New Zealand Consul-General

Hon. John Mataira

and

New Zealand Trade and Enterprise

invite you to a

Reception at 6.00pm – 9.00pm

Thursday October 15, 2009

At the

Consul-General's Official Residence

154 South Rockingham Ave

Brentwood, CA 90049

To welcome the New Zealand companies

participating in the

AMI – USC Biomedical Conference

Please kindly RSVP: tina.hellier@mfat.govt.nz Tel: 1 310 566 6559

Fri Oct 16th – Speakers

LOCATION: DAVIDSON CENTER, USC, BOARD ROOM, 2nd FLOOR

	Theme of the Talk	Invited USC Speaker
7:30 am	Breakfast	
8:00 am	Opening Keynote Overview of Biomedical and Bioengineering Research at USC	Michael C. K.Khoo, PhD Professor of Biomedical Engineering and Dwight C. and Hildagarde E. Baum Chair, USC
8:45 am	Tissue Engineering Dermatology	Mei Chen, PhD, Professor, Director, USC Laboratory Investigative Dermatology , USC Wei Li, Professor, Dermatology, USC
9:15 am	Rehabilitation	Carolee Winstein, PhD, Professor, Biokinesiology and Physical Therapy, Director of Motor Behavior and Neurorehabilitation Laboratory
9:45 am	Break	
10:00 am	Biomimetics	Jim Weiland, PhD, Associate Professor, Deputy Director, Biomimetics, USC
10:30 am	Healthcare IT	Stephan Erberich, PhD, Co Director, Medical Information Systems, ISI
11:00 am	Telemedicine	Francis Pereira, PhD, Director of Industry Research at the Institute for Communication Technology Management, Marshall School of Business, USC
11:30 am	Surgery Center	Maura Sullivan, PhD, Assistant Professor, Surgery; Vice Chair of Educational Affairs and Executive Director of the Surgical Skills Training and Education Center, Department of Surgery, Keck School of Medicine
12:00 pm lunch	Luncheon Keynote Address Gerontechnology	Gerald Davison, Dean and Executive Director, Gerontology
1:30 pm to 4:00 pm	Tour of USC Departments or Schools, Biomedical Engineering, Biology, Chemistry, Business School, Annenberg, USC Stevens, etc.	Dennis Atkison, Corporate Research Advancement Director, Office of the Vice Provost for Research Advancement
4:00 pm	Snack prior to departure	



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DAY 1 – OCTOBER 15TH, 2009

PANELISTS, SPEAKERS & MODERATORS- BIOGRAPHIES

INTELLECTUAL PROPERTY / TECHNOLOGY TRANSFER PANEL



Brian R. Clark, PhD, Director, Office of Technology Transfer, City of Hope

Brian Clark is the Director of the Office of Technology Licensing (OTL), at City of Hope. The Office identifies, protects, markets and licenses City of Hope's intellectual property and handles interactions with companies for research collaborations or access to its state-of-the-art cGMP biologics manufacturing facility. Prior to joining City of Hope, Brian held positions at Aastrom Biosciences, University of Toronto and Toronto Hospital. Brian was awarded his PhD from Manchester University (UK) and holds a BSc(Hons) in Biochemistry & Immunology from Strathclyde University (UK).



Lawrence Gilbert, Sr. Director, Office of Technology Transfer, California Institute of Technology

Larry Gilbert founded the Office of Technology Transfer (OTT) of Caltech in 1995 and served as its Director until 2004. OTT provides a service to Caltech faculty members, other Caltech researchers, and Jet Propulsion Laboratory (JPL) technologists by protecting the intellectual property developed in their Caltech and JPL labs. The OTT fosters the commercial development of Caltech technologies in companies ranging from local start-ups to large, multi-national firms. Mr. Gilbert has been involved in the formation of 80+ start-ups. Several have gone public or have been acquired, and many have products in the marketplace. He acts as a catalyst in putting the deal together, linking faculty, technology, and venture capital. Mr. Gilbert was formerly the Director of Patent Licensing for Massachusetts Institute of Technology. Prior experience includes Patent Consultant to various universities, including Boston University, Brandeis, Tufts, and the University of Massachusetts Medical Center and as the Director of Patent and Technology Administration of Boston University. Mr. Gilbert is a member of the Licensing Executive Society and a former Chairman of its Committee on Technology Transfer; and is a Founder of the former Society of University Patent Administrators, now known as the Association of University Technology Managers (AUTM). He is a member of the Exec. Committee of the MIT/Caltech Enterprise Forum and formerly a member of the Board of Directors of the Southern California Biomedical Council and a former member of the Advisory Committee of the Business Technology Center, a high-tech incubator sponsored by the Los Angeles County Community Development Commission. Mr. Gilbert received his B.A. from Brandeis Univ.; an MBA degree from the American Grad. School of International Management (Thunderbird); and a J.D. from Suffolk Univ.; he is registered to practice before the U.S. Patent and Trademark Office. Mr. Gilbert has been a frequent lecturer on patent and licensing matters and written several articles in the field.



Richard Hull, PhD, Sr. Director, USC Stevens, University of Southern California

Senior Director at USC Stevens, Richard supports the university's strategic priority of meeting societal needs by promoting innovation and start-up creation in the life sciences. He works with Health Sciences Campus faculty, staff, and students to advance their ideas, manages the licensing and technology transfer program in life sciences with an emphasis on start-up creation, and develops the broader innovation 'ecosystem' to support these endeavors. Prior to USC Stevens, Richard assisted several early-stage biomedical companies formulate their strategies and access capital to execute them, including taking some companies public subsequent to private investment rounds. Richard also served as CEO of Spotlight Health, a healthcare communications company specializing in celebrity-led health issue awareness campaigns, and as a Partner at Deloitte Consulting where he focused on innovation and new business creation. Richard is active in non-profit organizations; most notably as a Board member of 2OP (a charity that encourages patients to seek second opinions), and as a Trustee of Echo Horizon School (a private elementary school that mainstreams hearing-impaired children). He has a Ph.D. in biochemistry from Oxford U., and a B.A. in Natural Sciences from Cambridge U.



Euan Lockhart, Ph.D., J.D., Associate, Knobbe, Martens, Olson, & Bear LLP

Euan Lockhart is an associate at the intellectual property law firm Knobbe, Martens, Olsen, & Bear, LLP. Dr. Lockhart graduated from the University of Otago in New Zealand with a Ph.D. in Immunology. He performed post-doctoral research at the University of Pittsburgh and at Louisiana State University Health Sciences Center, focusing on vaccine development for infectious diseases, particularly tuberculosis. Dr. Lockhart then studied law at the Sandra Day O'Connor College of Law at Arizona State University, receiving both his Juris Doctorate and a Certificate in Law, Science, and Technology with a specialization in Intellectual Property



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Philip M. Nelson, J.D., Partner, Knobbe, Martens, Olson, & Bear LLP

Philip M. Nelson is a registered patent attorney and a partner in the Orange County office of Knobbe Martens Olson & Bear LLP. Mr. Nelson's practice emphasizes strategic patent protection, including patent prosecution and litigation, with clients involved in biomedical, optical, semiconductor, electrical, and computer technologies. Before attending law school, Mr. Nelson graduated with a B.S. in physics from Brigham Young University. Mr. Nelson externed for the Honorable Judge Randall R. Rader at the Court of Appeals for the Federal Circuit in 2002, and for the Honorable Judge Dee Benson, Chief Judge, U.S. District Court for the District of Utah in 2003.



Arman H. Nadershahi, JD, MS, MBS, Head of Legal Affairs and Intellectual Property, AMI-USC

Mr. Nadershahi, a registered patent attorney, serves as Head of Legal Affairs and Intellectual Property at AMI. His expertise includes patent, trademark, and trade-secret protection and licensing; FDA and EU regulatory affairs; quality assurance; corporate compliance; competitive strategy and planning; and technology valuation and commercialization. Prior to joining AMI, Mr. Nadershahi practiced intellectual property law at Knobbe, Martens, Olson & Bear, LLP, where he focused on patent prosecution, licensing, and intellectual property litigation in the fields of biotechnology, pharmaceuticals, and medical devices. Mr. Nadershahi graduated with honors from the U. of Wisconsin-Madison with a BA in Zoology and English Literature. He holds a Juris Doctor from the U. of Minnesota Law School, a Master's in Biological Science from the U. of Minnesota, and an M.S. in Regulatory Science from the U. of Southern California School of Pharmacy. Mr. Nadershahi is also currently pursuing an Executive MBA at the Marshall School of Business at the U. of Southern California. He has obtained US and EU Regulatory Affairs Certification, and is a Certified Biomedical Auditor. Mr. Nadershahi is a member of the State Bar of California and is registered to practice before the United States Patent and Trademark Office.



Jessica Rousset, Director of the Office of Technology Transfer, Childrens Hospital Los Angeles

Jessica Rousset is the Director of the Office of Technology Transfer, managing all intellectual property matters for Childrens Hospital Los Angeles. Prior to joining the Office of Technology Transfer at Childrens Hospital Los Angeles, Jessica worked as a licensing professional at The Scripps Research Institute in La Jolla, California. She also held positions in R&D, Clinical Development and Business Development at GlaxoSmithKline Biologicals, GSK's vaccine division located in Brussels, Belgium. Jessica received her degree in Biochemical Engineering at the Institut National des Sciences Appliquées in Lyon, France and is a member of the Association of University Technology Managers (AUTM) and the Licensing Executives Society (LES).

Thank you to our Sponsors





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REIMBURSEMENT STRATEGIES - SPEAKER

Nancy Reaven, President & Founder of Strategic Health Resources



Nancy Reaven is President and founder of Strategic Health Resources, a consulting and information technology firm providing support to medical technology, pharmaceutical and biotechnology companies in the areas of reimbursement positioning, health economics, and "value analysis" of medical technology. Strategic Health Resources has developed a number of innovative business tools to assist companies to understand their market environments and effectively position products for reimbursement and sales. Prior to founding Strategic Health Resources, Ms. Reaven was CEO of a California-based physician-hospital delivery system, Director of Operations for Prudential Insurance Company and Director of Development for Maxicare Health Plans. Her professional activities have included the development and operation of managed care product lines for national insurers and provider systems; operation of large-scale physician organizations; and development of a direct-employer health benefits contracting program and a captive reinsurance company. Ms. Reaven received her Bachelor of Arts Degree from the University of California at Berkeley, and completed graduate studies in medical sociology at the University of Chicago. She currently resides in Southern California with her husband and two daughters. She is a frequent speaker at national health care conferences, and has written for numerous health care publications.

REGULATORY STRATEGIES - PANEL

Les Halberg, Vice President, Alfred Mann Foundation for Biomedical Engineering



Les Halberg, Vice President of Development of the Alfred E. Mann Foundation for Biomedical Engineering, has been involved in technology development and commercialization of medical devices for over 25 years and joined the Foundation in his current role in May 2008. He was born in the Washington Heights section of New York City and is a graduate of Columbia University's School of Engineering where in 1977 he received his BS in Chemical/Biomedical Engineering. He then attended the University of Cincinnati's School of Engineering where in 1979 he graduated with his MS in Electrical Engineering. Les began his professional career developing ultrasound imaging technology at the General Electric Corporate R&D center in Schenectady N.Y. He then moved on to the Hewlett Packard Medical Products Group Ultrasound development center in Andover, Mass. where as a Project Engineer he contributed to 3 generations of technology development improving the capability of imaging in diagnostic cardiology. More recently Les played a major role as Director of R&D in building the Advanced Bionics Neuromodulation division, and its Precision Neurostimulator technology platform, which changed the paradigm of care for chronic pain patients. Les's role is to carry through the vision of Al Mann and the Foundation by translating great healthcare concepts initiated in University environments to viable products. He works with individual Al Mann Institute teams supporting the entire lifecycle of selected projects; ensuring diligence from concept selection, through planning, development, test, launch into small scale clinical study, and licensing to a commercial enterprise. In his spare time he collects vintage baseball cards and is a tournament level handball player.

Kam Leung, PhD, Head of Regulatory Affairs, Alfred Mann Institute at USC



Dr. Kam Leung, RAC has extensive experience in the development of pharmaceuticals and medical devices, implementation of quality assurance systems and regulatory affairs, as well as business development. He was on P&G's first pharmaceutical team, for Didronel. He started his medical device career by building the toxicology lab for Pharmaseal, AHS. The team performed USP Class VI testing and validated the LAL pyrogen test as a FDA study center. As project manager he pioneered the moist (decubitus) wound healing concept by introducing HydraGran and HydraPad. These were followed by the BioThotic (preventive) wheelchair cushion. He led three teams to Baxter Technical Awards: Koala Kair air mattress (with Ongpin Plastics), Pulsatile Antiembolism Pump (with Matsushita Electric Works) and hydrophilic coated Foley catheter (with Union Carbide). He was on the Baxter Quality Award team for Euromedical, Edward and Hyland Divisions. As Director of Business Development he introduced 75 blood collection machines throughout China. His team improved a blood fractionation plant to earn the first Chinese GMP certification. He also helped the SFDA-China to write the Blood Products Collection and Improvement Act 1997. Dr. Leung's Regulatory Affairs assignments included consent decree for a biopharmaceutical plant, Medical Device Reporting for a TNF injection device, build out of an IVD plant and Class 2 product recall. His 510(k) and PMAS introduced endoscopy scopes and software, Aortic Aneurysm devices, RF ablation systems and bone implants. He reconstituted the proton pump in the Q-10 segment of the mitochondrial membrane (Ph.D., Cornell, 1977) and proved the wobble hypothesis (A-I base pairing, Princeton). He is a certified ISO13485 auditor.



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Jami Miller, Manager of Regulatory Affairs, Alfred Mann Foundation

Jami Miller, RAC, is the Regulatory Affairs Manager at The Alfred Mann Foundation. She has more than 10 years of experience in Regulatory Affairs, and over 30 years in the medical device industry. In her last position, Jami worked on the development and commercialization of cardiovascular devices for a small start-up company.



Mike Perrin, Director of Quality Assurance and Regulatory Affairs, Alfred Mann Foundation

Mike Perrin is the Director of Quality Assurance and Regulatory Affairs with the Alfred Mann Foundation (AMF). He works with the quality and regulatory teams to support the AMF mission. Prior to joining AMF Mike worked for 16 years in the aerospace industry, and 4 years in the U.S.A.F. While in the U.S.A.F. he received his degree in Electrical Systems. Mike joined AMF in 2001. Since then he has worked to develop and maintain AMF's Quality Management System. Mike is a member of several local and national quality and regulatory organizations. Mike holds an ASQ certification as a Certified Manager of Quality/Organizational Excellence.



Elizabeth Wagar, MD, Professor and Director of Clinical Lab, Clinical Laboratory, UCLA

Dr. Wagar is the Laboratory Medical Director for UCLA Clinical Laboratories. She has served in this role 10 years and is very familiar with the implementation of new laboratory technologies into the real world of patient care. Dr. Wagar also has extensive experience with the regulatory environment which governs laboratory testing and FDA approval in the United States. Among the modalities in place at UCLA are multiple types of point-of-care testing ranging from waived tests to nonwaived tests performed at bedside or in near patient proximity. Dr. Wagar also has experience with the electronic integration of patient-centric point-of-care test results into the electronic medical record. Dr. Wagar is familiar with what users want in near patient proximity testing (nurses, respiratory therapists, physicians). Dr. Wagar received her M.D. from Michigan State University and performed a pathology (AP/CP) residency at the University of California, San Francisco, specializing in Laboratory Medicine and Clinical Microbiology.

MARKET ASSESSMENT - PANEL



Nicholas Curtin, Strategic Marketing Consultant

Mr. Curtin has over 25 years experience in sales and marketing management in the field of healthcare products. He has worked with various sized companies utilizing his expertise in brand management, competitive positioning and strategic planning. Previously, Mr. Curtin served as Vice President of Sales and Marketing for Precision Dynamics Corporation (PDC.) During his tenure at PDC he was involved in the successful launch of the first Bar Code Patient Identification System and the subsequent RFID based system as well as establishing European headquarters in Belgium. Mr. Curtin received his A.B. in Economics from the University of California at Berkeley and his M.B.A. from USC's Marshal School of Business.



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Nathalie Gosset, Head of Marketing and Business Development, Alfred Mann Institute at USC



Ms. Gosset has 20 years experience in the development and commercialization of technology-based products (medical, oil and gas instrumentation, and telecom). The first 15 years of her career were in Engineering, starting from design, continuing onto the management of large engineering programs, and finishing with several startup companies requiring Engineering makeover (turnaround). Her previous job was Vice President of Engineering at Sabeus, Inc. Ms. Gosset has received several awards for professional excellence and innovative leadership. At Alcatel, she received an Outstanding Achiever Award and five Quality Cups (a prestigious recognition at Alcatel). At AMI, Ms. Nathalie Gosset is responsible for Marketing and Business Development. She develops product specific strategic business strategies for each new invention sponsored by AMI. Ms. Nathalie Gosset is well connected to the medical and bioengineering community. She is a member of several medical advisory, board of directors, as well as venture firm review committees. She was elected the 2007 Northern America Representative of the international IEEE Engineering in Medicine and Biology Society. She recently received the She is the 2009 IEEE Engineer of the Year. Award, and the 2005 Outstanding IEEE-Engineering in Medicine and Biology Society Chapter Award, a global recognition. She holds a BSEE from ISEP (Paris, France); MS in Telecommunications (University of Colorado, Boulder, CO); MBA (University of St. Thomas, St. Paul, MN).

Doug Howe, Practitioner Faculty, Pepperdine University's Graziadio School of Business



Before joining the practitioner faculty, Douglas E. Howe served as an adjunct professor in Marketing at the Graziadio School. He earned his MBA in Marketing from The Wharton School at the University of Pennsylvania. Mr. Howe is also Founder and Principal in Emerson Management Solutions, a practice that provides retained consulting and interim executive-level management support to small and medium size business owners and management teams in the Southern California region. During his more than 25 years of business experience, Howe has developed core competencies in the areas of general management, domestic and international sales and marketing, strategic business and market development, new product development and technology launch, marketing communications, financial planning and budgeting, and immersion in Pacific Rim/European business and culture. His work experience includes Director, Business Development for Rockwell Scientific Company's CMOS Image Sensors (CIS) business group, where he applied his demonstrated leadership skills and breadth of knowledge in the broadcast television and digital imaging industries to Rockwell's commercialization initiative. The CIS business group was successfully spun off in early 2004 as AltaSens, Inc., an independent commercial enterprise with a valuation of \$11 million. He also held senior marketing management positions in two pre-revenue start-up companies focused on filling unique needs in the high-growth consumer digital camera market. He has also served in marketing and general management positions with Vivitar Corp., a \$125 million consumer imaging company, leading a successful turnaround and restructuring of that company and returning it to profitability. Howe held general management and business development positions with Nikon, Inc. and Olympus America, Inc. in New York, launching successful digital imaging initiatives for both these companies in commercial and consumer imaging markets respectively. Before earning his MBA, Howe served seven years as a combat aviator in the United States Navy and completed 185 combat missions and over 300 carrier landings.

Ira Kalb, Assistant Professor of Clinical Marketing, USC, President of Kalb and Associates



Ira Kalb is a professor, consultant, trainer, author, and speaker who is President of *Kalb & Associates*, an international consulting and training firm, *K&A Press*, a publishing firm that publishes many of the 10 books and 25 articles he has authored, and *Out-of-This World Marketing*, a boutique marketing firm that creates marketing communications that sell. He currently teaches full-time at the *University of Southern California* where he won the *Golden Apple Teaching Award* in 2009. He has taught courses in marketing, sales, management, and business systems for major universities and organizations around the world. Ira has invented many original marketing and business concepts that clients and students are employing with great success in the marketplace. He was elected President of the Southern California *American Marketing Association* in 1995, Kalb has over 36 years of marketing and management experience having served as President and Vice-President of Marketing for COMPAL computer systems, a pioneer in the microcomputer industry partly-owned by Xerox, and a senior management consultant for Accenture. He is also an artist and a woodwind musician who served on the Board of Directors of the Jazz Bakery — a non-profit corporation that showcases world-class musical talent in a world-renowned venue.

Carla Mann Woods, Vice President of Program Development and Strategic Planning for the Alfred Mann Foundation for Biomedical Engineering



Carla Mann Woods is a member of the AMI-USC Board of Directors and has been recently appointed to the Advisory Board of the Center for Global Innovation at the USC Marshall School of Business. She is also a member of the board of directors for The Fulfillment Fund, AMI-Purdue, and formerly on the board of the National Pain Foundation. A USC graduate in business administration and entrepreneurship, Carla began her career at Pacesetter Systems in Business Development and Marketing to research and plan new technology applications and product needs for pacemakers. Later, she joined Advanced Bionics, a cochlear implant company. During her tenure at Advanced Bionics, she was involved in the business development and marketing for the Bion microstimulator and the Precision Spinal Cord Stimulator and was the Vice President of Marketing for the Auditory Division. In 2007, she became the Vice President of Program Development and Strategic Planning for the Alfred Mann Foundation for Biomedical Engineering to establish the model for creating and operating Alfred Mann Institutes (AMI) at universities.



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LUNCHEON KEYNOTE SPEAKER

Ahmed Enany, CEO and President of the Southern California Biomedical Council

LUNCHEON KEYNOTE ADDRESS BIOPARTNERING FOR GROWTH

This presentation will:

- 1) Provide an overview of biocommerce in the US
- 2) Emphasize California's leading role in life-science innovation and job creation
- 3) Shed light on Southern California's contribution to the growth of both the device and biotech segments of the State's life-science industry, and
- 4) Highlight opportunities for collaboration and partnering for growth

Ahmed Enany

Ahmed Enany is the founder and president of the Southern California Biomedical Council (SCBC), a trade association whose mission is to promote the life-science industry in Greater Los Angeles. In addition to offering educational forums, CEO roundtables, and networking events designed to bring the Life Sciences community together, the SCBC organizes and hosts an annual investor conference to help area entrepreneurs in tapping individual and institutional sources of funding. Since its founding, the SCBC has pursued a collective action agenda that put life-science industry promotion on the priority lists of many local governments and economic development institutions. With the support of many well-known bioscience entrepreneurs in the LA area, such as Alfred E. Mann, the SCBC has initiated programs for the creation of science parks and incubators, effective workforce development, academic-industry partnerships, and accessing sources of capital.

Enany has a BA in Political Science from Cairo University (Egypt), finished the requirements of the UCLA Political Science MA Program, and did extensive Ph.D.-related work at the UCLA School of Urban Planning (now the School of Public Policy and Social Research) on regional economic development, industrial geography, and the political economy of technological innovation. When the SCBC was incorporated in December of 1995, Enany left UCLA to focus on growing the organization and was named, in 1997, as one of the 50 most influential in LA Healthcare by the Los Angeles Business Journal.

Enany serves on the boards of the Los Angeles City WIB and the Los Angeles Economic Development Corporation. He also serves on the industry advisory boards of the UCLA NeuroEngineering Program, USC Medical Device & Diagnostic Engineering Masters Programs, and the Keck Graduate Institute's Partnership for Innovation Program, and the DOL-funded San Diego [Biotechnology Labor Market Information](#) Project, the Economic Development Strategy Task Force of the LA City Community Development Department, and the USC Global BioBusiness Initiative.



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CAPITAL INVESTMENT



Ken Aldrich, Managing Director of Convergent Ventures, Chairman and CEO of International Stem Cell Corporation

Kenneth C. Aldrich, J.D. is a veteran private equity investor, entrepreneur, and public company chief executive. He has provided early-stage funding for a variety of biomedical and technology start-ups, both individually and as a manager of various private investment partnerships. He holds a J.D. from Harvard Law School and an A.B. from Harvard University, both with honors. Ken is a member of the Tech Coast Angels, Los Angeles.



Bruce Blomstrom, Director of the Pasadena Angels

Mr. Blomstrom has extensive working knowledge of the pharmaceutical and biotechnology industries. He is currently President of the Pasadena BioScience Collaborative, an incubator for early stage life science companies. Mr. Blomstrom is also an advisor to Infinite Biomedical Technologies, a medical device company and to MedRule, an enterprise software firm servicing providers and medical groups. He was the first Chairman of Nanostream, a manufacturer of microfluidic drug discovery instruments and director of Chemokine, a biotechnology company developing chemokine and cytokine based drugs. Mr. Blomstrom is also a Director of the Southern California Biomedical Council. Previous positions include: President NMC Homecare, a division of Fresenius Medical Care; President and CEO CliniShare Inc., a division of UniHealth; President and CEO Guardian Products, a division of Sunrise Medical Inc; Vice President Whittaker Corp.; Senior Vice President of Alpha Therapeutics; several executive positions at Abbott Laboratories including Director of Corporate Planning, Executive Managing Director, Nippon Abbott Japan and General Manager South Africa; Assistant Secretary, Ministry of Commerce and Industry, Uganda, East Africa. Mr. Blomstrom is a Trustee of the Pacific Asia Museum, a Director of the Pasadena Symphony, and a member of the Pacific Council on International Affairs. He is also active in several MIT alumni organizations. He has B.S. and M.S. degrees from the Massachusetts Institute of Technology.



Jon Lasch, PhD, Executive Director, Alfred Mann Institute at USC

Serving as the Executive Director of the Alfred E. Mann Institute at USC, Dr. Lasch brings more than 25 years of experience in science and technology development and evaluation in the fields of biomedical instruments and systems, biotechnology, chemistry, and materials science. Jon came to AMI from Convergent Ventures (CV), an early stage venture investment and development company, where he served as managing director and board member of all CV portfolio companies. From 2002-2007, he served on the board of directors of Precision Dynamics Corporation, a privately held healthcare products company, and he currently serves on the board of directors of the Southern California Biomedical Council. Dr. Lasch has held leadership positions at Materia, a materials science company spun out of Caltech, where he served as founding President and CEO, and Cyrano Sciences, a Caltech spin-out based on chemical sensor technology. Previously, he served as vice president, technology development for The Scripps Research Institute, the largest not-for-profit biomedical research institute in the United States and was director of research, biotechnology, for PPG Industries. From 2004 through 2008, he served on the faculty of the UCLA Anderson School of Management, in the FEMBA GAP program and for two years as the Director of the EMBA Field Study Program. He received his BS in Biological Science from the University of Texas at El Paso, and his PhD in Chemistry from the University of Texas at Austin.



George Abe, Professor, Faculty Director, Applied Management Research, UCLA

Professor George Abe is a lecturer and Faculty Director of the Applied Management Research (AMR) Program at the UCLA Anderson School of Management. AMR is the field study program, required of all full time MBA students. His expertise includes entrepreneurship, business plan development and field study program advisories. Prof Abe was Business Development Manager for the UCLA Office of Intellectual Property, which is responsible for patent protection and commercialization of UCLA research. Previously, he was a venture partner with Palomar Ventures, a VC firm in Santa Monica, California. Before Palomar, he was with Cisco Systems in the office of the chief technical officer. He is the author of Residential Broadband, which presents an analysis of high-speed residential networking, published by Cisco Press.



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Jeff Scheinrock, CEO and Founder of Scheinrock Advisory Group



Prior to founding Scheinrock Advisory Group in mid-1997, Mr. Scheinrock served as Vice Chairman, Chief Financial Officer and Director of Kistler Aerospace Corporation from 1996 through May 1997. While at Kistler, Jeff formulated the capital raising plan and all documents for a successful raise of \$350 million in equity. Jeff also negotiated strategic contracts with suppliers such as Northrup Grumman, Lockheed Martin, Aerojet, Allied Signal and Raytheon. From 1989 to 1996, Mr. Scheinrock served as Vice Chairman of Finance and Strategic Planning for Packard Bell NEC Electronics, Inc. While at Packard Bell, Jeff negotiated equity investments from Groupe Bull and NEC. Jeff also set up operations throughout Europe and Asia and negotiated tax incentives from the different countries. Jeff negotiated in excess of \$1 billion in bank debt and \$3 billion in trade credit from companies such as Intel, Microsoft, Panasonic, Tatung, Lite-On, Seagate etc. Jeff was responsible for all administrative functions. Jeff also handled the negotiation and structuring of all acquisition including Zenith Data Systems and Ark Interface Software among others. Prior to joining Packard Bell NEC, Mr. Scheinrock was Senior Partner in charge of the Entrepreneurial Services Group of Arthur Young and Company's Los Angeles office. He has extensive experience in international financial markets, corporate finance and capital structure, acquisitions and strategic investment, and is a CPA. In addition, Mr. Scheinrock served as the Chief Executive Officer of Tornado Development Corporation from July 1997 through August 9, 2002. Under Mr. Scheinrock Tornado Development raised \$52 million in equity (from Questmark Partners, GE Equity, Intel Communications Fund, Aries Partners, KIPCO etc.) and \$3 million in bank debt and became the leader in enhanced messaging for telecommunication carriers. He also negotiated strategic agreements with Siemens, Hewlett Packard, Sun Microsystems, Invisix (a Motorola owned Company) among others. He departed the company and rejoined Scheinrock Advisory Group after Tornado reached the milestone of entering into a contract to be the next generation messaging provider to Verizon Wireless.

GOVERNMENT FUNDING – SBIR FUNDING

Cesar Blanco, PhD, Head of Engineering and Project Management, Alfred Mann Institute at USC



Dr. Blanco has more than 15 years of experience in bioscience research and research administration in the cellular biology of neuromuscular systems, image processing, motor control and neuroendocrinology. He received a BA in Biology and his PhD in Anatomy and Cell Biology from UCLA. While employed as a Staff Research Associate and Space Planner at UCLA, he was a key member of a UCLA/Jet Propulsion Laboratory team that developed an image analysis system for the measurement of enzyme activity in tissue sections. He was primarily responsible for the development of the biochemical techniques and coordinated the image processing software development. He returned to UCLA in 1987 to complete a PhD in Anatomy and Cell Biology. After completing a fellowship at the UCLA Brain Research Institute in 1995, he accepted a Faculty position in the Department of Biokinesiology and Physical Therapy at USC. He was the Director of the Cellular Biokinesiology Laboratory where he led an NIH sponsored research team investigating the physiologic and cellular effects of anabolic steroids on respiratory motor control. He joined AMI-USC in 2003 as a Project Manager and Research Administrator. In December 2007, Dr. Blanco completed the UCLA Anderson School of Management's Executive Program in General Management. Dr. Blanco's current responsibilities include: the management and allocation of engineering and project management resources and the administrative oversight of AMI-USC's Information Systems.

David D. Hood, President, DH3 & Associates, Sr. Advisor for the Principal Assistant for Acquisitions, US Army, MRMC



Dave D. Hood is the President of DH3 & Associates, a company that focuses on working with the US Government, industry, and academia to move new medical technology and products into commercialization. He also serves as the Senior Advisor for the Principle Assistant for Acquisition at the United States Medical Research and Material Command.

Mr. Hood worked with Rockwell International and Northrop Grumman attaining senior management positions. He successfully guided the development of various sensor systems for high performance aircraft, missiles, and satellites including the stealth bomber, stealth fighter and the Global Positioning Satellites (GPS).

Mr. Hood has worked with Congress and the financial community to raise capital focusing on non-dilutive funding. He holds 3 patents and has been the stimulus for more than 2 dozen. He published and presented in the US and Europe. He taught graduate school courses in Project Management, Business Management, Operations Management and Entrepreneurship. He is currently consulting for the US Army Surgeon General's Medical Research and Material Command where he assists with the commercialization of promising new technologies.

Sara Judd, Director of Contracts and Grants, University of Southern California



Ms. Judd brings more than 15 years of experience in Research Administration with major expertise in non-profit management, leadership and training, organizational development, research administration and contract negotiation in both the public and private sectors. As Director of the Department of Contracts and Grants at the University of Southern California, Ms. Judd oversees the professional staff responsible for the pre- and post-award non-financial administration activities for sponsored research, training and other activities supporting an institutional annual award volume of approximately \$484 million. Ms. Judd has successfully negotiated with all of the major Federal, industry and nonprofit sponsors, a broad range of contract mechanisms, including SBIR/STTR, Master contracts, Clinical Trials, Intellectual Property, Data Use, Material Transfer and Consortia. Ms. Judd is an active member of the Society of Research Administrators International (SRA), and the National Council of Research Administrators (NCURA) and has been an invited presenter at regional and national meetings. As an active member of the Federal Demonstration Partnership (FDP), Ms. Judd serves as Co-Chair of the Subaward Committee and as a member of the American Recovery and Reinvestment Act (ARRA) Subcommittee.



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Kevin J Scanlon, PhD , Founder and CEO, International BioScience



Dr. Scanlon has been a CEO in three start-up biotechnology companies: Xenex, Replivir and currently with Melanoma Diagnostics. These three early stage companies were created from academic research. Their early concepts were developed into validated clinical products for testing with patients. Dr. Scanlon is a faculty educator for graduate business students involved in combining a business and science program to understand the Biotechnology industry. Faculty advisor for the FEMBA Global Access Program and the EMBA Strategic Management Research Program at UCLA School of Business. As a Pharmaceutical Industry-Vice President, he was responsible for an international cancer (genomic) research program in the US, Europe and Asia. He is a lead investigator on government and foundation grants, co-editor and co-founder of the Nature journal "Cancer Gene Therapy", authored over 125 original scientific articles and a member on federal grant review committees. Currently, he is working with entrepreneurs, the investment community and international governments in Europe, Asia and New Zealand to create an innovative culture around the intellectual property from their academic institutions. He is mentoring and supporting entrepreneurs through the venture capital community as a member of the Pasadena Angels and the Tech Coast Angels of Los Angeles.

Nima Shiva, CEO of Encode Bio



Nima Shiva has served in the life science industry since 1990 first as a scientist and later as an investor and a serial entrepreneur. In that capacity he has been involved in formation and/or executive management of a number of life science start-ups including SiDMAP, LLC, Proteio, Inc., Encode Bio, Inc., and Neuron Pharmaceuticals, Inc. Mr. Shiva is a Managing Director of Convergent Investors, LLC., a seed-stage life science venture capital fund based in Los Angeles. His prior professional life science experiences include equity research in biotechnology and medical devices at Wedbush Morgan Securities as well as technical and research management positions at UC San Diego and Sequana Therapeutics. Mr. Shiva holds an M.B.A. from the University of Southern California and a B.S. in Physiology and Neurosciences from UC San Diego.

Dennis Wonica, Ph.D, President and CEO of LaserLight Networks, Inc



Dennis Wonica wrote SBIR solicitation statements as an advisor to the Air Force and Army, evaluated and down selected proposals for JPL, served as an SBIR contract monitor, and received SBIR contracts for his own small business. Presently he is President and Owner of LaserLight Networks Inc., incorporated in California in 2001. An entrepreneur, technologist, and catalyst for systems thinking, he is versed in new product development, business strategy and planning, high tech marketing, risk assessment, and program management. His Workshops on the SBIR Program focus on Commercialization. Dennis is also a Founder and VP of AeroWebSpace LLC, operating since 2000 as a Web-based company committed to aiding the high tech small business community in Southern California. At his previous company - *LIGHTEC* - founded with three colleagues, he effectively integrated company objectives, opportunities, and resources while serving as Managing General Partner during its entire operation from 1995 to 2001. He developed new business, managed finances, and administered contracts. *LIGHTEC* provided contracted commercial engineering services and applied laser, optical, and electro-optical technologies to create and design entirely novel products primarily for the military, particularly in Lasercomm. Dennis has four degrees, all in physics, including a Ph.D. from City Univ. of New York.

STARTUP COMPANIES – WAR STORIES

Neal L. Eigler, M.D. Sr. VP, Technology Incubation, Cardiac Rhythm Manag. Division, St Jude Medical



Dr. Eigler received a B.S. in engineering from UCLA in 1974 and M.D. degree from Yale University School of Medicine in 1978. His post graduate training included Internal Medicine Residency, Chief Residency, and Fellowship in Cardiology at Cedars-Sinai Medical Center from 1978-85. Dr. Eigler was the Co-Director of the Cardiac Catheterization Laboratory at CSMC from 1985 to 2004 and became Professor of Medicine at UCLA in 1997. His academic research focused on the development and early clinical testing of device technology for interventional cardiology and includes more than 120 full-length peer-reviewed manuscripts. He has 16 issued and 43 published /pending US patents. Dr Eigler has worked with early stage medical device companies since 1988. He was a Co-founder and Director of Progressive Angioplasty Systems, a company that developed, manufactured, and marketed angioplasty balloons, coronary stents and brachytherapy systems. PAS was acquired by US Surgical Corporation in 1997. Dr Eigler participated in the early stages of Conor Medsystems as an inventor, investor, and Medical Director. Conor, which manufactures second generation drug eluting stents, went public in late 2004 and was acquired by Johnson and Johnson in early 2007. J&J's next generation drug eluting stent 'Neo' features the Conor technology. Starting in 2000, Dr Eigler co-founded Savacor, Inc. and served as it's only CEO. Savacor developed implantable left atrial pressure monitoring technology for treating patients with chronic heart failure. Since Savacor was acquired by St Jude Medical at the end of 2005 Neal has remained to manage the clinical development and commercialization of implantable systems for treating heart failure.



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Robert Greenberg, PhD, MD, CEO, Second Sight



Robert Greenberg, MD, Ph.D., President and CEO since the company's inception in 1998. Dr. Greenberg also sits on the board of directors of the Southern California Biomedical Council and the Alfred E. Mann Foundation. During his tenure at Second Sight, Dr. Greenberg has also held the following part-time positions: Associate Director of the Alfred Mann Institute at USC and Adjunct Professor at UCLA. Prior to the formation of Second Sight® Medical Products, Inc., Dr. Greenberg worked co-managing the Alfred E. Mann Foundation. From 1997 to 1998, he served as a medical officer and lead reviewer for IDEs and 510(k)s at the Office of Device Evaluation at the U.S. Food and Drug Administration in the Neurological Devices Division. In 1998, he received his medical degree from The Johns Hopkins School of Medicine. From 1991 to 1997, Dr. Greenberg conducted animal and human trials demonstrating the feasibility of retinal electrical stimulation in patients with Retinitis Pigmentosa. This work was done at the Wilmer Eye Institute at The Johns Hopkins Hospital in Baltimore and led to the granting of his Ph.D. in 1997 from the Johns Hopkins Biomedical Engineering Department. Dr. Greenberg also has biosensor and microsensor fabrication experience from work and teaching at the Whittaker Sensors Laboratory at Johns Hopkins. He received a B.S. in Electrical and Biomedical Engineering from Duke University in 1990 and a degree in Technical Electronics from Nassau Technical Institute in 1985. Dr. Greenberg has started several other small companies including one called 'Campus Security' where he designed, manufactured, and marketed an electronic intercom security system called TELEKEY®. These intercoms are currently in use in every dormitory at Princeton, Duke University, and several other universities across the US. .

Tom Lobl, PhD, Vice President of R&D, Neurosystec



Tom received his Ph.D. from Johns Hopkins University in Organic Chemistry and then did postdoctoral fellowship at the California Institute of Technology. He then joined The Upjohn Company (14.5 years) where he worked on Male Contraception, Antiprogestational agents and Benign Prostatic Hyperplasia. He took a year sabbatical at Rockefeller University (laboratory of Prof. Tom Kaiser). On return to Upjohn, he joined the Biopolymer Chemistry Department in the Biotechnology Division where he began to study peptides with a variety of activities including integrins, cytokines such as IL1b, Amylin A4 peptide and a variety of others. He joined Immunetech/Tanabe Research Laboratories in 1988 as Director of Chemical Sciences where the work focused on integrins, and other targets for immuno-inflammatory diseases. In 1997 Tom joined Coulter/Corixa Pharmaceuticals as Senior Director of Medicinal Chemistry and studied peptide/protein-anticancer agent conjugates as an approach to targeted and enzyme activated anticancer prodrugs. He continued in the prodrug area of research at NewBiotics as Vice President of Drug Discovery (January 2001) where the work focused on overcoming resistance in cancer and infectious diseases with prodrug therapeutics that are activated by resistance causing enzymes disease related unique or over-expressed enzymes. Then in March 2002 he joined AlleCure Corp. which merged in January 2003 with two other companies to form MannKind Corp. which is focused on allergy, asthma, autoimmune diseases, cancer vaccines and inhaled therapeutics such as insulin. Tom's has over 55 publications, more than 15 patents/applications, he is former editorial board member, Arch. Andrology, J. Andrology; currently ad-hoc reviewer for a number of journals, ad-hoc grant reviewer NIEHS, NIH, MRC; former Treasurer, Amer. Soc. Andrology; He is active on a number of organizations including the Amer. Chemical Soc., the Amer. Peptide Soc. (Council member) and the Southern California Biomedical Council.

Molly Schmid, PhD, Professor and Entrepreneur-in-Residence, Keck Graduate Institute



Molly Schmid is a Professor and Entrepreneur-in-Residence at Keck Graduate Institute of Applied Life Sciences. She teaches courses on entrepreneurship and the science and business aspects of drug discovery and development. Her research focus is in the areas of chemical genetics and antimicrobial drug discovery. While an Assistant Professor of Molecular Biology at Princeton University her research group discovered Topoisomerase IV in *Salmonella typhimurium*, as well as a genetic strategy for identifying new antimicrobial targets. She has seven issued U.S. patents, and several others pending.

Prior to coming to Keck Graduate Institute, she spent ten years in the biotechnology industry, most recently as Senior Vice President of Preclinical Programs at Affinium Pharmaceuticals in Toronto, Ontario. She is a Fellow of the American Academy of Microbiology, a Searle/Chicago Community Trust Scholar and a Damon Runyon-Walter Winchell Fellow. Dr. Schmid earned her PhD in biology from the University of Utah and her undergraduate degree in biology from SUNY Albany.



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DAY 2 – OCTOBER 16TH, 2009

PANELISTS, SPEAKERS & MODERATORS - BIOGRAPHIES

Michael C. K. Khoo, Ph.D, Professor of Biomedical Engineering and Dwight C. and Hildagarde E. Baum Chair, USC



Michael C.K. Khoo received his BSc(Eng) degree in Mechanical Engineering from the Imperial College of Science and Technology, University of London, in 1976, and the M.S. and Ph.D. degrees in Biomedical Engineering from Harvard University in 1977 and 1981, respectively. Before joining the faculty at USC in 1983, Dr. Khoo worked as a research engineer on a collaborative project involving the Veterans Administration Medical Center (West Roxbury), Brigham and Women's Hospital (Boston) and the Massachusetts Institute of Technology. Dr. Khoo has been the recipient of a Research Career Development Award from the National Institutes of Health and a Career Investigator Award from the American Lung Association. He is principal investigator of one of the Core Projects in the Biomedical Simulations Resource, a national center funded by the NIH National Institute of Biomedical Imaging and Bioengineering, dedicated to advancing the state of the art in biomedical modeling and computer simulation. He is also the co-principal investigator of an NIH training grant in Biomedical Imaging Informatics, and co-Director of Education and Outreach for the NSF-funded Engineering Research Center on Biomimetic Microelectronic Systems. Dr. Khoo is a Fellow of the American Institute of Medical and Biological Engineering (AIMBE) and the Biomedical Engineering Society (BMES). He has been BME Department Chair since 2003. Dr. Khoo studies sleep apnea.

Mei Chen, PhD, Professor, Director, USC Laboratories for Investigative Dermatology, USC



Dr. Chen graduated with Distinction in Biology from University of Science and Technology in China and passed CUSBEA (China and United States Biochemistry and Molecular Biology Examination and Application) Graduate student training program to go on to obtain a Ph.D. in Cell Biology, Virology and Molecular Biology at Albert Einstein College of Medicine in New York. After postdoctoral training in Cell Biology and Developmental Biology at Memorial Sloan-Kettering Cancer Center and Cornell University Medical College, Dr. Chen first joined the faculty of the Dermatology at Northwestern University Medical School and then University of Southern California where she is currently Professor and Director of USC Laboratories for Investigative Dermatology. Dr. Chen serves as an Ad Hoc Reviewer NIH General Medicine 1 (GMA-1) Study Section and a Permanent Member of NIH Arthritis, Connective Tissue, and Skin (ACTS) Study Section. Dr. Chen's current specific research involves structures in the skin called anchoring fibrils. These structures are critical for the adherence of the outer skin epidermal layer to the inner dermal connective tissue layer.

Wei Li, PhD, Professor, Dermatology, USC



Dr. Li received his undergraduate degree (B.S.) in Biology from Xinjiang University in Urumuqi, China and passed CUSBEA (China and United States Biochemistry and Molecular Biology Examination and Application), a Sino-US exchange graduate student training program. He came to the US in 1984 and received a M.S degree (1988) and a Ph.D. degree (1990) in Developmental Biology and Cancer at the Albert Einstein College of Medicine in the Bronx, New York City. After a two-year postdoctoral training in Department of Molecular Pharmacology at New York University Medical Center, he took an Assistant Professor position in the Ben May Institute for Cancer Research at the University of Chicago. He joined the faculty of Dermatology at USC in 1999. Dr. Li has served on a number of NIH Study Sections, American Heart Association Grant Review Committee and Hong Kong Research Council (for research grants). Dr Li's research has been funded by NIH since 1994. The goal of Dr. Li's research is to understand the cell motility signaling, which initiates at the cell surface, propagates via cytosolic signaling networks and executes by newly expressed and secreted gene products.

Carolee Winstein, PhD, PT, FAPTA, Professor, Biokinesiology and Physical Therapy; Director of Motor Behavior and Neurorehabilitation Lab, USC



Dr. Winstein's teaching and research are focused in the areas of motor control and learning with particular emphasis on movement disorders, recovery, and rehabilitation of function/motor learning after neurological insult. Dr. Winstein is Director of the Motor Behavior and Neurorehabilitation Laboratory. Carolee J. Winstein, PhD, PT, FAPTA is professor of Biokinesiology and Physical Therapy and directs the Motor Behavior and Neurorehabilitation Laboratory, University of Southern California, Los Angeles, CA, USA. She holds a joint appointment in the Department of Neurology, USC Keck School of Medicine. She is best known for work concerned with the functional neural and behavioral basis of motor control and learning and its relationship to neurorehabilitation. She has published extensively on scientifically derived neurorehabilitation approaches to enhance recovery and repair after adult onset stroke. Winstein is principal investigator (PI) for the first clinical research network, PTClinResNet, funded by the Foundation for Physical Therapy; she is Co-PI of the first National Institutes of Health (NIH) phase III Multi-site Randomized Clinical Trial of a rehabilitation intervention for upper extremity recovery in stroke, Extremity Constraint-Induced Therapy Evaluation (EXCITE); she is PI for an individual investigator NIH funded grant, Brain and Behavioral Correlates of Arm Rehabilitation after Stroke, a companion to EXCITE; and Co-PI of a NIH roadmap planning and exploratory project, the Interdisciplinary Study of Neuroplasticity and Stroke Rehabilitation (ISNSR).



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James Weiland, PhD, Associate Professor, Ophthalmology; Deputy Director, Biomimetics



James Weiland received his B.S. from the University of Michigan in 1988. After 4 years in industry with Pratt & Whitney Aircraft Engines, he returned to Michigan for graduate school, earning degrees in Biomedical Engineering (M.S. 1993, Ph.D. 1997) and Electrical Engineering (M.S. 1995). He joined the Wilmer Ophthalmological Institute at Johns Hopkins University in 1997 as a postdoctoral fellow and, in 1999, was appointed an assistant professor of ophthalmology at Johns Hopkins. Dr. Weiland joined the Doheny Eye Institute in 2001 as part of a larger group of faculty that collectively founded the Doheny Retina Institute. Currently, Dr. Weiland is the Director of the Intraocular Retinal Prosthesis Lab at the Doheny Retina Institute, an Assistant Professor of Ophthalmology, Keck School of Medicine, University of Southern California, and an Assistant Professor of Biomedical Engineering, University of Southern California. Dr. Weiland's research interests include retinal prostheses, neural prostheses, electrode technology, visual evoked responses, and implantable electrical systems. He is a member of the IEEE EMBS, the Biomedical Engineering Society, and the Association for Research in Vision and Ophthalmology.

Stephan Erberich, PhD, Co-Director, Medical Information Systems, ISI



Stephan Erberich co-leads ISI's new Medical Information Systems division, created in 2008 to help transform the discovery processes, practice and delivery of healthcare worldwide. MIS research spans Grid computing, information security, service-oriented architectures for large-scale collaboration, and imaging and medical informatics. Erberich also directs the Functional Imaging and Biomedical Informatics Laboratory at the USC Keck School of Medicine's Children's Hospital. His research focuses on developmental neuroimaging, advanced image processing and Grid technologies. Erberich and MIS co-director Carl Kesselman developed Globus MEDICUS, a revolutionary Grid system that enables physicians to exchange high-resolution medical images online. Globus MEDICUS was honored with the prestigious 2007 Internet2 IDEA award. Erberich came to USC in 2002 from University Hospital in Aachen, Germany, where he led the Neuroscience group, and joined ISI in 2008. He received his Ph.D. in Computer Science and Medical Informatics from the Technical University of Technology (RWTH), Aachen, Germany.

Francis Pereira, PhD, Director of Industry Research at the Institute for Communication Technology Management (CTM), Marshall School of Business, USC



Dr. Francis Pereira is Director of Industry Research at the CTM, Marshall School of Business, University of Southern California. He received his Ph.D. in Political Economy and Public Policy from the University of Southern California, and teaches courses in Economics and Statistics. His areas of research include trade and financial flows in the Association of South-East Asian Nations. For the past 7 years, he has been doing research in the Telecommunications Field, particularly in E-commerce.

Maura Sullivan, PhD, Assistant Professor, Surgery; Vice Chair of Educational Affairs and Executive Director of the Surgical Skills Training and Education Center in the Department of Surgery, Keck School of Medicine



Dr. Maura Sullivan is the Associate Chair of Educational Affairs and the Executive Director of the Surgical Skills Training and Education Center in the Department of Surgery, Keck School of Medicine at the University of Southern California. She has a joint appointment with the Rossier School of Education where she is an Assistant Professor and a Senior Research Associate in the Center for Cognitive Technology. Her research interests include Cognitive-Task-Analysis, the development of expertise, technical skills training and curriculum development. Dr. Sullivan obtained her undergraduate degree in nursing from Fairfield University, her master of Nursing, Critical Care from the University of California, San Francisco, and her PhD in Educational Psychology from the Rossier School of Education at USC. She is actively involved in the Association of Surgical Education and holds an appointment with the American College of Surgeons as an ATLS Educator.



Commercialization of New Zealand Biomedical Solutions in the USA Oct 15-16th, 2009



Gerald C. Davison Ph.D., Dean & Executive Director, Professor of Gerontology and Psychology

LUNCHEON KEYNOTE ADDRESS

GERONTECHNOLOGY

the marriage of gerontology and technology

GERALD C. DAVISON (B.A., magna cum laude, Phi Beta Kappa, Harvard, 1961; Fulbright Scholar, University of Freiburg, West Germany, 1961-1962; Ph.D., Stanford, 1965) is William and Sylvia Kugel Dean's Chair, Professor of Gerontology and Psychology, Dean of the USC Davis School of Gerontology and Executive Director of the Andrus Gerontology Center, University of Southern California. Previously he was Professor and Chair of the Department of Psychology at USC (1984-1990 and 2001-2006), where he was also Director of Clinical Training (1979-1984). From 1994 to 1996 he served as Interim Dean of the USC Annenberg School for Communication and from 2005 to 2006 was Interim Dean of the USC School of Architecture. Previously he was on the psychology faculty at the State University of New York at Stony Brook (1966 to 1979). In 1969-70 he was visiting associate professor at Stanford University and in 1975-76, a National Institute of Mental Health Special Fellow at Harvard.

Dr. Davison is a Fellow of the American Psychological Association and has served on the Executive Committee of the Division of Clinical Psychology, on the Board of Scientific Affairs, on the Committee on Scientific Awards, and on the Council of Representatives. He is also a member of the Gerontological Society of America, Charter Fellow of the American Psychological Society, a member of the Advisory Board of the Society for the Exploration of Psychotherapy Integration, a past president of the Association for Advancement of Behavior Therapy, and past Publications Coordinator of that organization. He is also a Distinguished Founding Fellow of the Academy of Cognitive Therapy. He served two terms on the National Academy of Sciences/National Research Council Committee on Techniques for the Enhancement of Human Performance and on APA's Continuing Professional Education Committee. In 2004 he was elected for a three-year term to the Executive Board of the Council of Graduate Departments of Psychology, and in that capacity is COGDOP's liaison to APA's Board of Educational Affairs. During 2006 he served as President of the Society of Clinical Psychology (Division 12 of the American Psychological Association) and as Chair of COGDOP.

In 1988 Davison received an outstanding achievement award from APA's Board of Social and Ethical Responsibility; in 1989 was the recipient of the Albert S. Raubheimer Distinguished Faculty Award from USC's College of Letters, Arts and Sciences; in 1993 won the Associates Award for Excellence in Teaching, a university-wide prize; in 1995 received the Distinguished Psychologist Award from the Los Angeles County Psychological Association; in 1997 was given the Outstanding Educator Award of the Association for Advancement of Behavior Therapy; in 2003 received the Lifetime Achievement Award from AABT; and in 2005 was the recipient of the USC Mellon Award for Excellence in Mentoring. At USC he was a Faculty Fellow in the Center for Excellence in Teaching from 2001 to 2003.

Among his more than 130 publications, his book *Clinical Behavior Therapy*, co-authored in 1976 with Marvin Goldfried and reissued in expanded form in 1994, is one of two publications that have been recognized as Citation Classics by the Social Sciences Citation Index; it appears in German and Spanish translation. His textbook *Abnormal Psychology*, co-authored with Ann Kring, John Neale and Sheri Johnson, is in its tenth edition and is a widely used abnormal text in North America and around the world. It is translated into German, Spanish, Italian, Japanese, and Korean, with translations into Orthodox Chinese and Portuguese in preparation. Other books are *Case Studies in Abnormal Psychology*, Sixth Edition (2003) with Oltmanns and Neale and *Exploring Abnormal Psychology* (1996) with Neale and Haaga. Davison is on the editorial board of several professional journals, including *Behavior Therapy*, *Cognitive Therapy and Research*, *Journal of Cognitive Psychotherapy*, *Journal of Psychotherapy Integration*, *Journal of Clinical Psychology*, *In Session: Psychotherapy in Practice*, and *Clinical Psychology: Science and Practice*.

His publications emphasize experimental and philosophical analyses of psychopathology, assessment, and therapeutic change. His current research program focuses on the relationships between cognition and a variety of behavioral and emotional problems via his articulated thoughts in simulated situations think-aloud paradigm.



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*Dennis Atkinson, Corporate Research Advancement Director
Office of the Vice Provost for Research Advancement*

Within USC's Vice Provost for Research Advancement's Office, Dennis Atkinson directs university-wide research advancement efforts with corporate partners. In this role, he promotes the research programs University to potential industry collaborators, coordinates internal corporate outreach efforts, pursues additional research external support and aids in the development of USC interdisciplinary programs.

Prior to joining USC, he served in research and managerial roles within the Healthcare industry for 20 years. While at General Electric Healthcare, he served as Manager of Academic Research for GE's Applied Science Laboratory (ASL), a role where he directed sponsored research at their major west coast institutions, such as USC. Before GE, he was Senior Scientist and Manager of Research Collaborations for the Magnetic Resonance Imaging (MRI) Division of Siemens Medical Systems. Over the years, he has worked with leaders in imaging in the US and Europe to develop novel medical applications and educational programs to promote medical technology acceptance. As a medical physicist, Dennis has contributed to development of Magnetic Resonance Imaging (MRI) and Spectroscopy (MRS) and has over 50 peer-review publications.

Dennis Atkinson will host the Afternoon Tours