

Alliance **BUILDERS**

Building alliances, creating relationships, and making the right connections requires a great deal of skill and savvy, traits these thought leaders have in abundance.

SUSAN DORFMAN

MAKING THE RIGHT CONNECTIONS

THE ABILITY TO GUIDE A TEAM IN ONE COHESIVE AND SUCCESSFUL DIRECTION IS WHAT GIVES SUSAN DORFMAN THE EDGE AS A MARKETER. IN HER ROLE AS VP, GLOBAL MARKETING, ALLIANCES AND PRODUCT MANAGEMENT, MS. DORFMAN FOCUSES HER THOUGHTS, AND THOSE OF THE PROJECT TEAMS, ON WHAT IS REALLY IMPORTANT: CREATING POWERFUL STRATEGIES THAT IMPACT THE AUDIENCE AND CLIENT.

An example of Ms. Dorfman's alliance prowess is the 2008 Cegecim Dendrite and Skila partnership, which created a robust key opinion leader (KOL) relationship management solution for the life-sciences industry. Ms. Dorfman was instrumental in not only fostering the partnership between the two companies but also driving the creation of new and unique offerings for the two companies' common clients in the pharmaceutical industry.

With a passion for what she does, Ms. Dorfman says she looks forward to every day at Skila, seeing it as a new adventure and filled with new opportunities. She credits her amazing team, great clients, and partners with providing her with daily personal and professional growth opportunities.

Pharmaceutical marketing for Ms. Dorfman means patient-focused communications. She is consistently and genuinely focused on the patient's best interest and works for ways to reach the target audience.

One of the greatest breakthroughs for healthcare, she believes, has been the adoption of social computing for health information sharing and management and its impact on professionals, patients, and caregivers.

Ms. Dorfman takes an exciting, industrious, flexible, and innovative approach to marketing, and has a comprehensive knowledge of the advantages of the products that she helps market. She has a creative knack for making something out of nothing and has been known to use her marketing budget to get more done for less.

But her knowledge extends beyond the pharmaceutical industry; for example she has helped position products in the nutraceutical field with inspiring and creative ideas.

Ms. Dorfman is a caring, thoughtful, and supportive team member who can be counted on to be there and to successfully get any job done.

Outside of her job, charity plays a big role in her life, and in that of her family. For Ms. Dorfman, giving back is an important part of who she is. When her family arrived in the United States from the Ukraine they had just \$300, and it was the kindness of other people that helped them get settled. In return, she tries to always help anyone in need. She donates her time and resources to various organizations, particularly the Susan G. Koman Foundation, the American College of Healthcare Executives, and various religious organizations. ♦



DID YOU KNOW?

Susan Dorfman's real name is Sana.

Persistent • Creative

NAME: Susan Dorfman

CURRENT POSITION: VP, Global Marketing, Alliances and Product Management, Skila

EDUCATION: M.A., Advertising and Marketing Communications, New York Institute of Technology-Old Westbury

DATE AND PLACE OF BIRTH: Feb. 1968, Odessa, Ukraine

FIRST JOB: Sales

FIRST INDUSTRY-RELATED JOB: Senior Account Manager, Life Sciences at systems integrator

DREAM JOB: Crime scene investigator

PROFESSIONAL MENTORS: Mother

CONNECTED VIA: LinkedIn, Twitter

WORDS TO LIVE BY: God gave you two ears and one mouth for a reason

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FEATURING

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The pharmaceutical and biotechnology industry is confronting significant short-term and long-term challenges. Financial pressures from current generic competition, upcoming patent expirations, and pending healthcare legislation and reforms in both the US and EU, are forcing the industry to “rethink” everything from R&D to Marketing. Future revenue growth in the US and EU is unclear, so pharma and biotech companies are looking to Emerging Market opportunities in Brazil, Russia, India, and China (i.e., BRIC) to drive future business. The EU is wrestling with the cost effectiveness of treatments and working through key changes in important regulatory processes. In addition, US healthcare reforms and pending legislation are pointing to universal coverage or the emergence of a “national plan.”

What does this all mean for patients, physicians, payers, and pharmaceutical / biotech manufacturers especially as payer actions and priorities converge across borders?

Pharma **VOICE**
WebCast Network

DATE AND TIME

Wed., Sept. 30, 2009
12 PM - 1 PM ET

GUEST SPEAKERS

Lee Blansett

Senior Vice President
Oncology Market Access
MattsonJack

Dr. Susanne Michel MD, MSc

Head of Global Market Access,
Pricing and Reimbursement
TNS Healthcare

KEY TAKE-AWAYS:

- Guidance on Creating Effective Access Strategies for the High-Growth Emerging Markets
- Critical Developments Influencing US Market Access for High Cost Drugs: The Strategic Implications for Pharma and Biotech
- Insights Into New Trends for Financing Healthcare (Including Specific Country Examples Showing Key Changes in Health Systems and Regulatory Processes)
- The Growing Focus on Cost Effectiveness in the EU: The Impact on Future Branding and Pricing Strategy
- Understand How to Identify and Impact Decision Makers at Every Level – National, Regional, and Individual Insurer
- How and Why EU Healthcare Initiatives Can Better Inform the Debate on US Healthcare Reform

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SOWING THE SEEDS OF INNOVATION

KAREN HANSON, PH.D., EXECUTIVE DIRECTOR OF BIOSTRATEGY PARTNERS (BIOSP), IS PROVIDING THE LIFT THAT A HOPEFUL ENTREPRENEUR OR SCIENTIFIC FOUNDER NEEDS: INCISIVE FEEDBACK ON STARTING THEIR COMPANY.

Dr. Hanson encounters companies at their earliest stages, often when they are only a concept in the mind of the inventor, with little or no business analysis in place.

Her contributions, thought leadership, conviction, and commitment to early-stage companies are unmatched. Her role at BioSP is both her most rewarding to date, and her most challenging since she is working with pre-seed life-sciences companies started by scientific founders or first-time entrepreneurs.

At this stage, these individuals require an enormous amount of hands-on guidance, direction, and money/grants to position their companies and technologies as attractive propositions for potential investors.

The first step in the BioSP process is a formal diligence review to assess the status of the company's technology and business strategy. Based upon this review, under Dr. Hanson's leadership BioSP engages members

of its network to provide individualized assistance, which may include preparation of business, financial, and marketing plans; intellectual property planning; technology validation; professional quality marketing and communications materials; as well as mentoring services.

Her insights have enormous impact on a fledgling company's direction. One early-stage company, for example, changed its entire business plan after the leadership availed themselves of the services provided by Dr. Hanson.

An anthropologist with 28 years of experience in creating and managing new initiatives, Dr. Hanson

DID YOU KNOW?

Dr. Karen Hanson once observed a shaman conveying messages from the Chinese spirit world.

was instrumental in developing the Greater Philadelphia Chamber of Commerce's new economy-building agenda following its merger with Greater Philadelphia First (GPF).

She led the effort to develop the organization Select Greater Philadelphia, a regional business marketing organization, and CEO Council for Growth, an elite group of business executives — CEOs, presidents, chairmen — committed to tri-state economic development.

At GPF she developed and oversaw the Knowledge Region Agenda, a portfolio of initiatives that targeted research, commercialization, entrepreneurship, business marketing, quality of life, and collaboration as key focus areas for the organization.

She spearheaded GPF's life-sciences agenda, including the partnership with the region's BIO affiliates, the Philadelphia Convention and Visitors Bureau, and the Philadelphia Commerce Department to win BIO 2005 for Philadelphia.

As she leads BioSP, she is focused on developing a sustainable revenue model for the organization.

She draws inspiration from the scientists and entrepreneurs with whom BioSP is privileged to work, and the many individuals who volunteer on BioSP's committees and board of directors who believe in the organization and the work it is doing. ♦

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Focused • Dedicated

NAME: Karen J. Hanson, Ph.D.

CURRENT POSITION: Executive Director, BioStrategy Partners

EDUCATION: Ph.D., Anthropology, Columbia University; B.A., Political Science and Chinese studies, Swarthmore College

PLACE OF BIRTH: North Carolina

FIRST JOB: Summer camp counselor

FIRST INDUSTRY-RELATED JOB: Greater Philadelphia First

MENTORS: Sam Katz, former CEO of Greater Philadelphia First, and three-time Philadelphia mayoral candidate and one-time Pennsylvania gubernatorial candidate

WORDS TO LIVE BY: Play the hand you're dealt and always try to turn lemons into lemonade

Dr. Karen Hanson, Executive Director of BioStrategy Partners, is a driving force to help emerging-stage companies build a bridge to the next stage of their evolution.

DR. KAREN HANSON





Hussain Mooraj, VP and Head of Research, Healthcare & Life Sciences, AMR Research provides thought leadership to senior leaders in major healthcare organizations, helping them to prepare for the new healthcare landscape.

DID YOU KNOW?

Hussain Mooraj has read every book written by Louis L'Amour.

CONNECTING PARTNERS ACROSS THE HEALTHCARE VALUE CHAIN

ONE OF THE MOST KNOWLEDGEABLE INDIVIDUALS IN THE HEALTHCARE ARENA, HUSSAIN MOORAJ IS HELPING TO REDEFINE THE ROLE AND IMPORTANCE OF SUPPLY-CHAIN MANAGEMENT.

Mr. Mooraj works closely with executives from companies across the healthcare value chain — manufacturers, wholesalers, pharmacies, payers, and providers — advising them on business strategies, emerging commercial models, and technology best practices.

Through careful guidance, Mr. Mooraj is encouraging the industry to develop new approaches that streamline processes, and is driving trust and collaboration between trading partners.

Without doubt, helping industry leaders embrace new business and operating models and move away from traditional practices, has been a tough assignment, but Mr. Mooraj has helped to oversee significant progress. He has built a world-class advisory team to help leaders in healthcare and the life-sciences transform their businesses.

Thanks to Mr. Mooraj's leadership, major life-science, distributor, and

provider organizations are striving to work together to reduce costs to enhance their supply-chain operations and improve patient outcomes.

He says despite the progress that has been made, there is much more to achieve in terms of building an industry culture that embraces change. He notes that change is paramount if companies want to create a competitive advantage. Progress also will require breaking down the barriers that are a hindrance to collaboration and information sharing among the different segments in the healthcare value chain, he says.

While industry has realized that change is imminent, Mr. Mooraj believes the big shifts are yet to happen as leaders are still struggling to find a path, and it is his goal going forward to help them find their way.

Entrepreneurial and audacious, Mr. Mooraj's willingness to share knowledge pro bono and reach out to those who seek his advice are a reflection of his strong character and professionalism.

Mr. Mooraj has given numerous presentations on such issues as the supply chain, empowering the sales organization of the future, and life-cycle management, to name just a few. ♦

Entrepreneurial • Audacious

- NAME:** Hussain Mooraj
- CURRENT POSITION:** VP, Head of Research, Healthcare & Life Sciences, AMR Research
- EDUCATION:** MBA, Northeastern University; M.S., Information Systems, Northeastern University; B.S., Textile Management, Clemson University/Textile Institute of Pakistan
- DATE AND PLACE OF BIRTH:** June 1971, Karachi, Pakistan
- FIRST INDUSTRY-RELATED JOB:** Engagement Lead, Zefer Corp.
- DREAM JOB:** Archaeologist/Historian
- PROFESSIONAL MENTORS:** Roddy Martin, AMR; Prof. Fareena Sultan, Northeastern University; Nisar Dossa, Haji Dossa Ltd.
- CONNECTED VIA:** LinkedIn



Nurturing emerging and early-stage life sciences companies.

“Karen J. Hanson, Ph.D. truly deserves this award. She and her team at BioStrategy Partners have accepted the challenge to support, educate and mentor the next generation of life science industry leaders by preparing them for early funding and grant sources. BioStrategy Partners bridges the gap between good science and good business. The niche role of BioStrategy Partners is essential for our region to reach its full economic potential and at the same time improve human health by delivering life-saving, life-enhancing advancements in medical treatment(s).”

Congratulations Karen!!”

Joel F. Smith
Chairman of the Board
BioStrategy Partners

www.biostrategypartners.org



Dominic Marasco, VP, Commercial Alliances, at Innovex, develops strategic and investment resourcing solutions for pharmaceutical and biotech global strategic partners.

DOMINIC MARASCO

MAKING IT HAPPEN

DOMINIC MARASCO PROPELS HIS CAREER BY CREATING A VISION AND TEAM DYNAMICS, BOTH OF WHICH ARE ESSENTIAL FOR SUCCESS.

Mr. Marasco started his pharmaceutical career with Eli Lilly as a territory representative. After years of increased responsibilities on the pharma side of the business, he started his company, Pharmaceutical Health Management Company (PHMC), which focused on providing access to physicians through a unique appointment scheduling service. This was a defining experience for Mr. Marasco, but at the same time a tremendous positive challenge, since the process was far more intense than he imagined it would be.

Today, Mr. Marasco serves as VP of global commercial alliances with Innovex, a Quintiles company. He is responsible for developing strategic and investment resourcing solutions for pharmaceutical and biotech global strategic partners.

At each step of the way along his career he has taken heed of the lessons learned from a colleague at Eli Lilly, who had 20-plus years in the business. Passionate about what he did, the Lilly colleague taught Mr. Marasco the traditional roots of selling, building relationships with doctors, and how to drive business, all of which have had a significant impact on his pharmaceutical career.

Along the way — at the Philadelphia College of Pharmacy/University of the Sciences in Philadelphia, early in his career, and today at Quintiles — he has had many mentors who have provided support and professional guidance.

Among his many accomplishments, Mr.

DID YOU KNOW?

Dominic Marasco is a Pharmacist.

Marasco has been instrumental in creating industry value through the use of clinical educators (CEs) under contract for pharmaceutical companies. These CEs interact directly with healthcare providers, staff members, and patients to improve prescription product compliance and patient's adherence to therapy.

There is one key area to monitor for the future; he says the industry needs to pay attention to the increasing governmental and public focus on managed markets, primarily within the branded therapies, biosimilars, and specialty pharmacy segments.

He predicts that on the commercial marketing and promotional side, a hybrid field model will emerge where education and training for prescribers, healthcare staff, and patients will become a greater focus for all parties seeking more valuable patient-centric resources.

Mr. Marasco says it is his ambition to help bring about change within the industry that will have long-term effects on how managed care, providers, and patients collaborate more effectively for enhanced outcomes. And he rises to every challenge, saying he is inspired by those who say something cannot be done. ♦

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Energetic • Direct

NAME: Dominic A. Marasco

CURRENT POSITION: VP, Commercial Alliances, Innovex Inc., a Quintiles company

EDUCATION: B.S., Pharmacy, Philadelphia College of Pharmacy/University of the Sciences

DATE AND PLACE OF BIRTH: Nov. 1972, Philadelphia

FIRST JOB: Car wash attendant

FIRST INDUSTRY-RELATED JOB: Sales Professional, Eli Lilly

DREAM JOB: Teacher

CONNECTED VIA: LinkedIn

WORDS TO LIVE BY: Integrity and credibility are everything in life, and they cannot be bought

BILL MEISLE



Director, Marketing Innovation at GlaxoSmithKline Bill Meisle revels in situations that are challenging and thrives when navigating changing landscapes.

DID YOU KNOW?

Bill Meisle's first job was video editor — commercials, documentaries, entertainment.

THE FUTURE OF ENGAGEMENT

THE POSSIBILITIES, AS WELL AS THE CONNECTIONS, ARE ENDLESS FOR BILL MEISLE AS DIRECTOR, MARKETING INNOVATION, AT GLAXOSMITHKLINE. ONE OF THE KEY LEADERS IN THE DIGITAL MARKETING GROUP AT THE PHARMACEUTICAL COMPANY, MR. MEISLE IS LEADING EFFORTS TO FIND THE APPROPRIATE POSITIONING FOR SOCIAL MEDIA IN THE HIGHLY REGULATED PHARMACEUTICAL SPACE.

He has been focusing on emerging media and ensuring that centers of excellence are formed across therapeutic categories.

For Mr. Meisle, the most challenging industry trends are also the most enjoyable, and he thrives most when navigating changing landscapes.

Strategic in his approach, Mr. Meisle always looks to identify future needs and evaluate new opportunities. He is energetic in his approach, and his enthusiasm for new ways to reach audiences inspires others and encourages them to drive change.

He continually pushes to go above and beyond the by challenging team members to think across all channels to garner the most appropriate engagement vehicles for the customer while focusing on building the business. ♦

Strategic • Energetic

NAME: Bill Meisle

CURRENT POSITION: Director, Marketing Innovation, GlaxoSmithKline

EDUCATION: B.A., Journalism, University of Maine

PLACE OF BIRTH: Wisconsin

FIRST JOB: Video editor

FIRST INDUSTRY-RELATED JOB: Production Manager, Medical Broadcasting Company

DREAM JOB: Ethnography for product development

PROFESSIONAL MENTORS: People who think outside of the box

CONNECTED VIA: Facebook, LinkedIn, Plaxo, Twitter

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MORE SUSAN DORFMAN A GLOBAL NETWORK



SUSAN DORFMAN IS VP, GLOBAL MARKETING, ALLIANCES AND PRODUCT MANAGEMENT, AT SKILA. SHE IS RESPONSIBLE FOR LEADING THE COMPANY'S MARKETING, PRODUCT AND

PARTNERSHIP STRATEGIES, AND TACTICAL INITIATIVES GLOBALLY.

The journey that has brought Ms. Dorfman to this point has been exciting though not without its difficulties.

At first her transition from local/country to global management was intimidating, particularly as she had to face unknown cultures, business processes, regulatory issues, and organizational challenges.

Over time, she came to find more similarities than differences — and the most challenging assignment turned into the opportunity of a lifetime.

Today, she says the biggest challenge for the industry is to face up to change and globalization.

Those who work with Ms. Dorfman say

she is a true role model and mentor who is always there when needed and whose advice is always valued and appreciated. Her contagious smile and can-do attitude infect the entire organization as well as the customers and partners she interacts and connects with.

And despite all her accomplishments and capabilities, she always finds someone else to give the credit to.

Ms. Dorfman raises the bar for the group with her enthusiasm and expectations, empowering others to achieve higher goals.

She is persistent in her determination to achieve what it takes to complete each task to the best it can be.

Customer service is a priority for her, making her the type of person any company would want on its team.

Her involvement in defining market strategies and working closely with sales and product managers has a tremendous impact on Skila. And her network of contacts in the industry is unmatched.

Before joining Skila, she was a senior strategist at Cegecim Dendrite.

She has worked in sales and marketing for pharmaceutical services for several years.

Ms. Dorfman is an active board member of

GETTING PERSONAL WITH SUSAN DORFMAN

FAMILY: Partner, son, parents

HOBBIES: Golfing, reading, shoe shopping

GIVING BACK: Susan G. Koman Foundation, BMA-NJ, the American College of Healthcare Executives

BUCKET LIST: Complete doctorate

INSPIRATION: Son, family, colleagues, the underdog who wins in the end

TOP IPOD DOWNLOADS: French, Italian, Russian, Spanish music

SCREENSAVER: Son's picture

MOST UNUSUAL PLACE VISITED: The Winter Palace, St. Petersburg, Russia

LIFE LESSONS: Success is 10% inspiration and 90% perspiration; some people dream of success while others wake up and work hard at it

A LITTLE-KNOWN FACT: Her real name is Sana

the Business marketing association on New Jersey, and is member of the American College of Healthcare Executives and the Disease Management Association of America, where she currently serves on various subcommittees. ♦

MORE DOMINIC MARASCO MAKING THE RIGHT CONNECTIONS



DOMINIC MARASCO IS VP, GLOBAL COMMERCIAL ALLIANCES, AT INNOVEX, PART OF QUINTILES COMMERCIAL, WHERE HE IS RESPONSIBLE FOR THE DEVELOPMENT OF STRATEGIC AND INVESTMENT

RESOURCING SOLUTIONS TO QUINTILES' PHARMACEUTICAL AND BIOTECH GLOBAL STRATEGIC PARTNERS.

Previously, Mr. Marasco was the VP, business development, for the Innovex Health Management Services business unit. Before that he served as the executive director, business development, Innovex HMS.

Before joining Innovex, he was CEO of

GETTING PERSONAL WITH DOMINIC MARASCO

FAMILY: Wife, AnneMarie; daughters Isabella and Sofia

HOBBIES: Traveling, motorcycle touring, skiing

BUCKET LIST: Rent a villa in Tuscany, learn to surf

INSPIRATION: People who say something cannot be done

SCREENSAVER: Daughters

MOST UNUSUAL PLACE VISITED: La Cisterna Restaurant, Rome (founded in 1632)

LIFE LESSONS: If it is to be it is up to me

A LITTLE-KNOWN FACT: He reads poetry

UNDER THE CLOAK OF INVISIBILITY: Go to Army/Navy or Notre Dame/USC football game

Pharmaceutical Health Management Company (PHMC), which he founded in 2000 to provide healthcare time management, clinical education, and data warehousing services.

Mr. Marasco worked at Cybear Inc., an information technology company and subsidiary of Andrx Pharmaceuticals, as director, business development and sales.

He began his career in the pharma industry as a sales rep with Eli Lilly, and before that was with CVS Pharmacy Inc.

Beyond the workplace, Mr. Marasco is on the board of trustees of his alma mater, the University of the Sciences in Philadelphia, an institution that he is passionate about. ♦

MORE HUSSAIN MOORAJ STRENGTHENING THE LINKS IN THE CHAIN

AS AMR'S VP AND HEAD OF RESEARCH, HEALTHCARE AND LIFE SCIENCES, HUSSAIN MOORAJ IS WORKING WITH SENIOR EXECUTIVES FROM A VARIETY OF PHARMACEUTICAL COMPANIES TO HELP ESTABLISH

SUPPLY-CHAIN ALIGNMENT.

His goal, and one of his biggest career challenges, is to help industry leaders embrace new business and operating models and move away from traditional processes.

To be successful, Mr. Mooraj believes pharmaceutical and biotechnology companies need

to break down the barriers that are a hindrance to collaboration and information sharing among the different segments in the healthcare value chain.

Before joining AMR, Mr. Mooraj was director of program management at Trinity Partners.

Before moving onto Trinity, he was senior corporate intelligence consultant at Employ+Ability Inc.

From 2000 to 2001, he was engagement lead at Zefer Corp.; from 1994 to 1999 he was partner/founder, marketing and technical, of Unicorn International. Before that, he was general manager and founder of First Textiles Ltd. ♦

GETTING PERSONAL WITH HUSSAIN MOORAJ

FAMILY: Wife; two daughters

HOBBIES: Reading military strategy, history, playing chess, bird watching

GIVING BACK: Helping the poor in Pakistan and other developing countries

BUCKET LIST: Explore the Silk Road, Asia

Inspiration: Gary Kasparov, Aung San Suu Kyi

TOP IPOD DOWNLOADS: Café de Mar, Buddha Bar, Bee Gees, David Gray, Dido

MOST UNUSUAL PLACE VISITED: Kyoto, Japan

A LITTLE-KNOWN FACT: He has read every book written by Louis L'Amour

UNDER THE CLOAK OF INVISIBILITY: Be a stowaway on the space shuttle

MORE BILL MEISLE SOCIAL NETWORKER

BILL MEISLE HAS MORE THAN 17 YEARS OF EXPERIENCE IDENTIFYING NEW MARKETING OPPORTUNITIES, NOW AS DIRECTOR OF MARKETING INNOVATION AT GLAXOSMITHKLINE, HE IS

DELVING INTO NEW WAYS TO CONNECT WITH CUSTOMERS VIA SOCIAL MEDIA AND OTHER CUTTING-EDGE MEDIA.

Mr. Meisle demands excellence and encourages his team and partners to think outside of

the box. He is passionate about his work, and uses his enthusiasm to empower team members to leverage the benefits of new media and bring value to patients and professionals.

For Mr. Meisle, professional inspiration comes from those who can drive long-term vision. On a personal level it is his three sons who most inspire him, saying he is encouraged by their purity of thought.

He was an early adopter of using the Internet and other direct-response channels for pharmaceutical direct-to-consumer and direct-to-patient marketing. Before assuming his current role, he was director of integrated marketing and media solutions at GSK.

GETTING PERSONAL WITH BILL MEISLE

HOBBIES: Anything to do with the ocean

BUCKET LIST: Take a long kayak tour, hike the Appalachian Trail

INSPIRATION: His three sons

UNDER THE CLOAK OF INVISIBILITY: Visit the Oval Office

Before joining GSK, he was VP, executive producer at GSI Commerce, a provider of end-to-end, scalable e-commerce and multichannel solutions. Previously, he was a senior strategic analyst at the Medical Broadcasting Company. ♦

MORE DR. KAREN HANSON A PHILADELPHIA CONNECTION

KAREN J. HANSON, PH.D., IS EXECUTIVE DIRECTOR OF BIOSTRATEGY PARTNERS (BIOSP), A NONPROFIT, VIRTUAL INCUBATOR FOR EMERGING LIFE-SCIENCES COMPANIES AND FOR UNIVERSITY-BASED

RESEARCH PROJECTS WITH COMMERCIAL POTENTIAL IN THE GREATER PHILADELPHIA REGION.

She is generating support and providing inspiration for many emerging life-sciences companies. The support she and the organization provide to scientific founders, first-time entrepreneurs, and principal investigators would ordinarily cost companies tens of thousands of dollars, yet Dr. Hanson and her team

provides their services at low or no cost to these innovators.

Dr. Hanson is active in a number of Philadelphia-based organizations and has been involved with BioSP since 2005 as a member of the advisory board. In addition, Dr. Hanson created and led the BioLaunch611+ Keystone Innovation Zone (KIZ) until its merger with BioSP in 2007. Previously, she was senior VP at the Greater Philadelphia Chamber of Commerce. She has also been managing director at Greater Philadelphia First, where she was recruited in 1997 to implement a workforce development initiative for southeastern Pennsylvania's four community colleges.

Earlier in her career, Dr. Hanson established a program to facilitate Community Reinvestment Act for New York City's foreign wholesale banking community. She also implemented a federally funded study of child abuse

GETTING PERSONAL WITH DR. KAREN HANSON

FAMILY: Husband; son

HOBBIES: Cooking, old houses, antiques, tennis, soccer

GIVING BACK: The Annual Fund at son's school

BUCKET LIST: Master Indian cooking, which is complex and layered and tastes wonderful

INSPIRATION: Scientists and entrepreneurs, colleagues

A LITTLE-KNOWN FACT: She was the first girl captain of the safety patrol at her elementary school

MOST UNUSUAL PLACE VISITED: Observing a shaman conveying messages from the Chinese spirit world

LIFE LESSONS: Every day is a gift, that's why we call it the present

UNDER THE CLOAK OF INVISIBILITY: Visit the archeological digs underway in the Philadelphia area that are uncovering more and more about our colonial history

fatalities for the New York City Mayor's Task Force on Child Abuse and Neglect. ♦