

**Commercialization Planning:
The Project Manager's Role in a Successful Product Launch**

Speaker:

Anna Crivici, Ph.D.

Vice President, Project Management & Business Process Development
Amylin Pharmaceuticals, Inc.

June 11, 2008, 6:00 – 9:00 PM, Millbrae
(registration, directions, and other info available at www.projmgr.org)

Because of the high attrition rate among product candidates in biopharmaceutical R&D, few project managers have an opportunity to work on commercial planning & launch-stage projects, let alone on a brand or product team after launch. For that reason, the majority of project managers sought by biotech / pharma companies are those with general expertise in drug development, built on strong scientific and/or technical foundations. Interestingly, as more project management professionals pursue an MBA, and more MBA grads are attracted to project management (thanks to Donald Trump and "The Apprentice"), more project management professionals are exposed to and become interested in the commercial aspects of our industry, leading to several commonly asked questions:

- How do biopharm companies leverage project management during commercial planning to ensure a successful product launch & ongoing commercial success?
- How can project managers who come from R&D prepare themselves to transition with their project / product from development to commercialization?
- How do *project* managers partner with *product* managers during launch planning & commercial execution?

This presentation will address these questions and will describe how Amylin leveraged its project management team during two nearly concurrent product launches in 2005, and how Amylin has integrated project management into our commercial teams.

Our speaker for the evening will be:

Anna Crivici, Ph.D.

Vice President, Project Management and Business Process Development

Amylin Pharmaceuticals, Inc.,

San Diego, California

Anna Crivici heads the project management and business process development departments at Amylin Pharmaceuticals, Inc., a San Diego-based biopharmaceutical company that employs over 2000 people and markets two diabetes products, SYMLIN® and BYETTA®. Anna joined Amylin in 2003 to build a project management organization, introducing project management and product development processes, cross-functional team design and governance processes. The PM-BPD department of 35 people provides support to all projects / products from discovery through development, commercialization and product supply / manufacturing. Prior to joining Amylin, Anna held various positions in project / team leadership, project management, and scientific / technical positions at several large and small biotech & pharmaceutical companies in the US & Canada. Anna holds a bachelor's degree in biochemistry from the University of Guelph (Canada), and a Ph.D. in chemistry from the University of Waterloo (Canada). She is an active member of the PMI, DIA & PDMA. Anna is also a passionate & compulsive knitter, but hasn't yet figured out how to integrate ("stitch together") her professional & personal interests.