

Project Managers in Pharmaceuticals (PM Pharma) Presents:

Drug Information Association 2009 Round-Up:

**Project Management Highlights
from the
45th Annual DIA Meeting**

September 23, 2009, 6:00 – 9:00 PM

Terrace Cafe at Best Western El Rancho Inn, 1100 El Camino Real, Millbrae
(registration, directions, and other details available at www.projmgr.org)

This year's 45th Annual Meeting of the Drug Information Association (DIA) continued to include strong representation by the Project Management track. In keeping with PM Pharma's tradition, our September 23rd meeting will feature summaries from three of the more interesting and provocative presentations of the project management sessions (a session normally includes three talks addressing the topic of interest). Our colleagues who presented the talks will provide the summaries, along with key points from their respective sessions.

Our speakers for the evening are listed below, along with the title of their presentations and sessions. This is always a lively, interactive PM Pharma meeting, and is well tailored to painlessly bring you up to date on some of the latest approaches in our field that can be readily applied to help advance your professional goals. We hope to see you there.

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**Session 1: A Search for the Most Effective PM Model in the Pharmaceutical Industry:
PMs and PLs – Do We Need Both?**

Presentation: Should Project Managers Lead Drug Development Teams?

Linette J. Edison, MBA, PMP
Senior Project Manager, Genentech, Inc.

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**Session 2: Influence: Utilizing a Variety of Strategies in Pharmaceutical Drug
Development**

**Presentation: You Have More Power than You Think! Influence and Stakeholder
Management**

Melanie Ebojo, MBA, PMP
Senior Project Manager, Genentech, Inc.

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**Session 3: Challenges in Project Management in Front-loading Key Activities for Rapid
Drug Development**

Presentation: CMC: To Spend or Not to Spend, That Is the Question

John David Cornpropst
Director, Program Management, Facet Biotechnology, Inc.