

22nd
Annual

STRATEGIC ALLIANCE MANAGEMENT CONGRESS

BPSS BioPharma
Strategy Series

Optimize Biopharma Partnerships, Cultivate Strong Relationships,
and Maximize the Value of Alliance Management

March 25-26, 2025

Hilton Boston Back Bay | Boston, MA

**NEW
DATES &
LOCATION!**

100+
Alliance
Colleagues

14
Executive Level
Presentations

6
Interactive
Discussions

20+
Years
of Advancing AM

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PMP, Director II, Global
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AllianceManagementCongress.com

Cambridge Healthtech Institute's STRATEGIC ALLIANCE MANAGEMENT CONGRESS

About the Event

Join Us in a Brand New Location: Boston, March 2025!

As the biopharmaceutical industry continues to rely on alliances and collaboration with external organizations to access innovation and obtain market access, internal teams are often confronted with the increasing complexities of systematically and effectively managing partnerships throughout their lifecycle. The function and organizational capability of Alliance Management is now recognized as a critical means to ensure the successful execution of any strategic partnership, acting as a central driver of value, while alleviating aggravations, and meeting alliance goals.

Now in its twenty-second year, CHI's **Strategic Alliance Management Congress** will again unite senior alliance management, business development, project management, technology transfer, and licensing professionals to network, discuss case studies, and share the components that cultivate successful partnerships. Delegates will gain strategic insights, proven tools, methods, and perspectives from a variety of leaders advancing the art of Alliance Management.



“This was a great conference and it provided excellent foundational principles for organizations that are looking to create a Strategic Alliance Position or enhance their current Alliance Management function.”

- Patrick Kennedy, Alliance Manager, Nationwide Children's Hospital

TUESDAY, MARCH 25

7:15 am Registration and Morning Coffee

8:15 Organizer's Welcome Remarks

8:20 Chairperson's Remarks

Katherine Kendrick, Head of Alliance Management, Jazz Pharmaceuticals

8:25 Networking Meet & Greet

Brent Harvey, Executive Director, Alliance Management and M&A Integration, Eli Lilly & Co.

Jumpstart your conference experience with a lively morning speed networking! This informal networking session is the perfect chance to meet fellow participants and connect with your conference peers right from the start. Grab a cup of coffee, engage in conversations, and kick off the conference with a bang. Don't miss out on this fantastic opportunity to make new connections, share insights, and lay the groundwork for a memorable conference journey.

OPTIMIZE ALLIANCE MANAGEMENT IMPACT IN YOUR ORGANIZATION

8:55 **Beyond the Deal: How to Integrate Alliance Management Early to Fuel Partnership Success**

Brian Stewart, Executive Director, Alliance Management, Global Business Development, Daiichi Sankyo

Explore the critical role of Alliance Management from the earliest stages of a partnership. This session highlights strategies to integrate alliance teams during deal structuring to enhance collaboration, mitigate risks, and ensure alignment. Discover how proactive Alliance Management drives long-term value and strengthens partnerships beyond the initial agreement.

9:25 **Optimizing Alliance Staffing: Strategies for Determining and Justifying the Right Team Size**

Christopher Black, Head, Corporate Alliance Management & Integration, Merck & Co., Inc.

This discussion explores the commonly expressed pain points of excessive work and limited alliance resources. Participants will delve into workload drivers and efficiency optimization strategies, while seeking to understand what senior management must understand and believe in order for them to support headcount requests. Practical tools will be presented to help individual contributors and people managers understand their unique situations and build their own business cases.

9:55 Coffee Break with Exhibit Viewing

LEVERAGING GenAI TOOLS TO ENHANCE ALLIANCE MANAGEMENT

10:25 **Talk Title to be Announced**

Louis Rinfret, Founder & CEO, allianceboard allianceboard

10:40 **GenAI Applications in Alliance Management**

Doug Williams, Senior Director Alliance Management, Alliance Management, Incyte Corp.

Discover how artificial intelligence is revolutionizing alliance management in the pharma and biotech industry by improving efficiency. This interactive presentation explores practical strategies for leveraging AI to optimize operations, streamline communication, and enhance problem-solving and negotiation across partnerships. Join us to learn how GenAI can reduce the alliance manager's workload, boost productivity, and lead to greater alliance success.

11:10 **PANEL DISCUSSION: Real World Applications—Uses of GenAI in Alliance Management**

Moderator: Grace Vandal, Executive Director, Alliance & Program Management, Zentalis Pharmaceuticals Inc.

This panel will dive into how Generative AI (GenAI) is being incorporated into Alliance Management processes and activities. Discuss how AI tools can streamline collaboration, improve decision-making, reduce administrative load, and enhance relationship management between partners. Attendees will gain

insights into real-world applications of GenAI, addressing both the benefits and challenges of integrating AI into alliance strategies to maximize value and efficiency.

Panelists:

Adam Hammer, Director, Alliance Management, AbCellera
Yekaterina Kazinik-Jorgji, Director, Strategic Operations & Partner Management, Strategic Operations & Partner Management, Moderna
Louis Rinfret, Founder & CEO, allianceboard
Christopher Rodricks, Senior Director, Strategic Partnerships, Pfizer

11:55 **Luncheon Presentation (Sponsorship Opportunity Available) or Enjoy Lunch on Your Own**

12:25 pm Session Break

1:10 **Chairperson's Remarks**

Christopher Black, Head, Corporate Alliance Management & Integration, Merck & Co., Inc.

1:15 **Mitigating Risk and Maximizing Opportunity: The Power of Option Alliances in Pharma Partnerships**

Nisha Zaidi, PhD MSc, Vice President, Business Development, Head of Global Alliances, Bristol Myers Squibb

In option alliances, alliance managers play a crucial role in balancing incentives and responsibilities between partners. One party is incentivized to advance development while the other provides strategic advice, maintaining the right to license the molecule once de-risked. This approach allows for shared risk, with the advising party reserving the option to invest in a more mature, lower-risk asset, thus maximizing opportunity and alignment of interests.

1:45 **PANEL DISCUSSION: Navigating Complexity: Effective Strategies for Managing and Optimizing Collaborative Partnerships and Alliance Ecosystems in Pharma**



Moderator: Speaker to be Announced, Vantage Partners

This presentation will provide strategic insights into managing and optimizing complex alliances within the pharmaceutical sector, focusing on the development and commercialization partnership between two large pharmaceutical companies. We will examine how to align competing interests across diverse teams, enhance collaboration in joint decision-making, and leverage governance frameworks to navigate complexity. Attendees will gain practical strategies for maximizing value creation and ensuring sustained success in high-stakes partnerships.

Panelists:

Stacey Larson, Senior Director, Alliance Management, Johnson & Johnson
Nisha Zaidi, PhD MSc, Vice President, Business Development, Head of Global Alliances, Bristol Myers Squibb

2:15 Refreshment Break with Exhibit Viewing

3:15 **Synergizing Strengths: Managing a Complex Alliance for Breakthrough ADC Development**

Aimee Crombie, Senior Vice President, Head of Strategic Planning and Operations, Prelude Therapeutics

Adam Hammer, Director, Alliance Management, AbCellera
In 2023, Prelude Therapeutics and AbCellera formed a multi-year, multi-program alliance to develop and commercialize novel ADCs. This collaboration leverages Prelude's expertise in targeted protein degradation and clinical development with AbCellera's antibody discovery engine. This session will share insights on launching and managing this complex alliance, focusing on cross-functional team integration. Key learnings and tools will be presented to demonstrate effective management of co-development partnerships.

INTERACTIVE BREAKOUT DISCUSSIONS

3:45 **Interactive Breakout Discussions**

Interactive Discussions are informal, moderated discussions, allowing participants to exchange ideas and experiences and develop future collaborations around a focused topic. Each discussion will be led by a facilitator who keeps the discussion on track and the group engaged. To get the most out of this format, please come prepared to share examples from your work,



be a part of a collective, problem-solving session, and participate in active idea sharing. Please visit the Interactive Discussions page on the conference website for a complete listing of topics and descriptions.

TABLE 1: Stakeholder Engagement: Elevating the AM/Senior Executive Relationship

Jan Twombly, CSAP, President, The Rhythm of Business
Nisha Zaidi, PhD MSc, Vice President, Business Development, Head of Global Alliances, Bristol Myers Squibb

Building trusted advisor relationships between Alliance Managers (AMs) and senior executives is critical to ensuring alignment, trust, and strategic impact within partnerships. Senior executives rely on AMs to provide insights, navigate complex challenges, and deliver recommendations that drive decision-making. By elevating these relationships, AMs can position themselves as strategic partners rather than operational intermediaries. This table will explore skills, knowledge, and behaviors required to build credibility and influence with senior executives.

TABLE 2: Starting up an Alliance Management Function

Nuria Amador Vila, Director, Alliance Management, Almirall
Brent Harvey, Executive Director, Alliance Management and M&A Integration, Eli Lilly & Co.

Establishing a robust Alliance Management function is essential for effectively managing partnerships, ensuring alignment across teams, and driving long-term success. A well-structured AM function can streamline processes, improve communication, and enhance value creation in strategic alliances. Join this roundtable to discuss:

- Key responsibilities, reporting lines, and skillsets needed for a successful AM function
- Processes, governance frameworks, and technological tools to support the AM function

TABLE 3: When Partners Change: The Impact of Acquisitions and Sublicensing on Alliances

Sharon Morgenbesser, Independent Alliance Management Consultant
Traci Paciulli, Senior Director, Business Development Execution, Global Regulatory Affairs & Clinical Safety, Merck & Co.

Changes in alliance partners, though anticipated to some degree in contracts, can have a variety of unique and profound positive and negative impacts to an ongoing partnership. The Alliance Managers from all parties play a key role in helping their organizations navigate these changes. This table will discuss these changes from two perspectives: when your partner changes, and when you are the new partner.

4:15 Welcome Reception with Exhibit Viewing

5:15 Close of Day One

WEDNESDAY, MARCH 26

8:00 am Registration and Morning Coffee

OPTIMIZING ALLIANCE MANAGEMENT FUNCTION

8:25 Chairperson's Remarks

Amanda McAllister, Director II, Global Alliance Leader, AbbVie

8:30 Interactive Workshop: Improve Team Collaboration to Improve Alliance Outcomes



Jan Twombly, President, The Rhythm of Business, Inc.
 Every alliance manager has dealt with dysfunctional project teams and ineffective governance committees. Research demonstrates that developing people's abilities to collaborate well results in enthusiastic, high performing teams that achieve better alliance outcomes. In this hands-on workshop, examine real-world scenarios and gain frameworks and tools for helping teams reduce churn, organize their work with no gaps or overlaps, and produce results.

9:15 Operationalizing Alliance Execution in Business: A Functional Example

Traci Paciulli, Senior Director, Business Development Execution, Global Regulatory Affairs & Clinical Safety, Merck & Co.

When two companies enter into a collaborative agreement, there are foundational components essential to enabling an effective working relationship. When executed well, it can set the relationship tone early with the potential to increase the efficiency of realizing the benefits of the partnership. This presentation will use regulatory function as an example to demonstrate how centralized support and a consistent approach can enable success in each new experience.

9:45 Sponsored Presentation (Opportunity Available)

10:15 Coffee Break with Exhibit Viewing

PARTNERING FOR SUCCESS IN AN INCREASINGLY COMPLEX ALLIANCE LANDSCAPE

10:45 Unlocking Platform Partnerships: An AbbVie–Frontier Medicines Alliance Case Study

Amanda McAllister, Director II, Global Alliance Leader, AbbVie
Donna Taneja, PhD, Vice President, Head Alliance Management, Frontier Medicines

Join us for a discussion from the front lines of alliance leadership navigating a platform technology collaboration. Donna Taneja from Frontier Medicines and Amanda McAllister from AbbVie will discuss how alliance leadership has helped unlock the value and potential of their company's collaboration. They will discuss real world examples of bridging differences between big pharma and platform biotechnology while inspiring their teams to perform at their full potential.

11:15 Building Platform Alliances between Charity, Industry, and Academia to Democratize Access to High Quality Technologies and Innovative Science

Beatrice Lana, Strategic Alliance Executive, Cancer Research UK (CRUK)
 Gain insights into the CRH platform alliances that provide antibody and functional genomics capabilities to advance oncology research. Cancer Research UK, through in-house labs within CRH, collaborates with industry and academia to bridge gaps. By democratizing access to high-quality resources, the alliance model removes barriers to knowledge and technology. Explore how alliance management best practices have been applied to build, and progress these long-lasting strategic alliances.

11:45 PANEL DISCUSSION: Platform Alliances: Key Factors for Success

Moderator: Diana Sanchez, PhD, Director, Alliance Management, Beam Therapeutics

Partnering with platform companies provides opportunities to access novel, highly specialized therapeutic modalities without requiring the build of infrastructure. For platform companies themselves, alliances provide ways to expand the access of their platform to therapeutic areas that are out of scope and reach more patients. In this panel, alliance managers from a suite of platform companies will share their learnings about key factors to launch and maintain successful platform alliances.

Panelists:
Jitin Bajaj, Senior Director, Alliance Management, Beam Therapeutics
Annlouise Goodermuth, Executive Director, Business and Alliance Management, Moderna
Christina Tan Hehir, Senior Director, Alliance Management, Orbital Therapeutics
Peggy Taylor, Vice President, Head of Alliance Management, Alnylam

12:30 pm Luncheon Presentation (Sponsorship Opportunity Available) or Enjoy Lunch on Your Own

1:00 Session Break

1:45 Chairperson's Remarks

Beth Odeh-Frikert, PhD, Head SSF Global Alliance and Asset Management, Pharma Partnering, Genentech

1:50 Driving Value in a Spanish/US Alliance

Nuria Amador Vila, Director, Alliance Management, Almirall
Brent Harvey, Executive Director, Alliance Management and M&A Integration, Eli Lilly & Co.

The collaboration between Almirall and Lilly was not initially planned but emerged from Lilly's acquisition of Dermira. This unexpected partnership has evolved into a high-performing alliance, thanks to the strategic influence of alliance management. We will share learnings from the alliance management strategies that were instrumental in this transformation. Our discussion will cover cultural awareness, operational efficiencies, and strategic alignment, providing valuable insights for fostering successful collaborations in similar contexts.

2:20 PANEL DISCUSSION: Navigating Global Alliances: Legal, Cultural, and Regulatory Challenges in Pharma Collaborations

Moderator: Jan Twombly, CSAP, President, The Rhythm of Business

In today's globalized pharma landscape, managing alliances across diverse regions presents complex challenges. This panel will explore what alliance managers need to understand about different legal and regulatory structures, including the impact of international sanctions. We'll discuss the unique dynamics of working with emerging markets like China. Panelists will share the critical importance of cultural considerations, from Japan's distinct business environment to navigating the diversity within the EU.

Panelists:
Karen Coffman, Director Alliance Management, Oncology Business Development & Licensing, AstraZeneca
Andi Gardner, Senior Director, Alliance Management, Biogen
Annlouise Goodermuth, Executive Director, Business and Alliance Management, Moderna
Beth Odeh-Frikert, PhD, Head SSF Global Alliance and Asset Management, Pharma Partnering, Genentech

INTERACTIVE BREAKOUT DISCUSSIONS

2:50 Interactive Breakout Discussions

Interactive Discussions are informal, moderated discussions, allowing participants to exchange ideas and experiences and develop future collaborations around a focused topic. Each discussion will be led by a facilitator who keeps the discussion on track and the group engaged. To get the most out of this format, please come prepared to share examples from your work, be a part of a collective, problem-solving session, and participate in active idea sharing. Please visit the Interactive Discussions page on the conference website for a complete listing of topics and descriptions.

IN-PERSON ONLY BREAKOUT: TABLE 4: Managing your Career as an Alliance Manager

Nisha Zaidi, PhD MSc, Vice President, Business Development, Head of Global Alliances, Bristol Myers Squibb

Advancing your career as an Alliance Manager requires strategic planning, continuous skills development, and the ability to navigate complex professional landscapes. As the role evolves, AMs must adapt to emerging trends, expand their expertise, and position themselves for long-term growth within the organization or industry. Join this discussion to explore strategies for career development.

IN-PERSON ONLY BREAKOUT: TABLE 5: Navigating Alliance Wind Down and Termination

Brent Harvey, Executive Director, Alliance Management and M&A Integration, Eli Lilly & Co.

Traci Paciulli, Senior Director, Business Development Execution, Global Regulatory Affairs & Clinical Safety, Merck & Co.

There are many reasons why a company may want to terminate an alliance. Whatever the reason, the parties must understand and follow the correct procedures for termination. Join this discussion to explore best practices for managing this process including establishing a clear exit strategy and governance plan, and strategies to steer through an alliance termination process while preserving trust and maintaining reputational integrity for future collaborations.



IN-PERSON ONLY BREAKOUT: TABLE 6: Alliance Communications and Reporting

Jan Twombly, CSAP, President, The Rhythm of Business

This interactive discussion explores strategies to design communication and reporting plans that provide clear insights into alliance activities without duplicating development and commercial reporting. Join this discussion to share best practices, address common challenges, and discover how to align reporting with alliance objectives.

3:50 Close of Summit

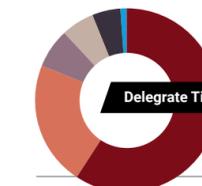
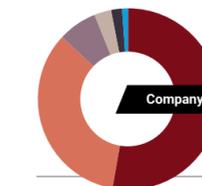
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<p>CORPORATE SPONSOR Luncheon Presentation</p>	<ul style="list-style-type: none"> • One 8' X 10' Exhibit Space • Two (2) main conference registrations for your team • One (1) main conference registration for your speaker • Two (2) booth staff registrations 	<ul style="list-style-type: none"> • The Luncheon Workshop Sponsorship offers a 25-minute podium presentation with 10 minutes for Q&A • CHI will provide boxed luncheon for up to 125 conference attendees • Includes room rental and AV (including LCD panel if required) • Corporate logo on cover of the final conference brochure and program guide denoting Corporate Sponsorship • Luncheon promoted in the final conference brochure, event website, conference proceedings and onsite signage • Full contact information of all registered attendees to your sponsored track (post-show, GDPR-compliant) • Listing as Corporate Sponsor in conference brochure, website, onsite signage • Onsite signage designating your company as a corporate sponsor
<p>CORPORATE SPONSOR Breakfast Presentation</p>	<ul style="list-style-type: none"> • One 8' X 10' Exhibit Space • Two (2) main conference registrations for your team • One (1) main conference registration for your speaker • Two (2) booth staff registrations 	<ul style="list-style-type: none"> • The Breakfast Workshop Sponsorship offers a 20-minute podium presentation with an additional 10 minutes for Q&A • CHI will provide continental breakfast for up to 90 attendees • Includes room rental and AV (including LCD panel if required) • Corporate logo on cover of the final conference brochure and program guide denoting Corporate Sponsorship • Breakfast promoted in the final conference brochure, event website, conference proceedings and onsite signage • Full contact information of all registered attendees to your sponsored track (post-show, GDPR-compliant) • Listing as Corporate Sponsor in conference brochure, website, onsite signage • Onsite signage designating your company as a corporate sponsor

2024 Attendee Demographics

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FOR MORE INFORMATION, PLEASE CONTACT:



Aimee Croke
 Business Development Manager
 T: 781-292-0777
 E: acroke@cambridgeinnovationinstitute.com

Who Attends

Sample List of Strategic Alliance Management Congress 2024 Attendees:

Abbvie Inc, VP Global Alliances	Click Therapeutics Inc, Dir Bus Dev & Alliance Mgmt	Jazz Pharmaceuticals Inc, Assoc Dir Alliance Mgmt	Moderna Inc, Exec Dir Alliance & Business Mgmt
AbCellera Biologics Inc, Alliance Mgmt Assoc	Click Therapeutics Inc, Sr Assoc	Jazz Pharmaceuticals Inc, Dir Alliance Mgmt	Organon & Co, Exec Dir Alliance Mgmt & Integration
AbCellera Biologics Inc, Dir Alliance Mgmt	CSL Behring, Dir Alliance Mgmt	Jazz Pharmaceuticals Inc, Exec Dir & Head	Otsuka America Pharmaceutical Inc, Assoc Dir Global Alliance Mgmt
AbCellera Biologics Inc, VP Alliance Mgmt	Daiichi Sankyo Inc, Dir Program Mgmt & Operational Excellence	Johnson & Johnson, Assoc Dir Alliance Mgmt	Otsuka Pharmaceutical Dev & Commercialization Inc, Sr Dir & Head
Ache Labs SA, Sr Alliance Mgr	Daiichi Sankyo Inc, Exec Dir Alliance Mgmt & Global Bus Dev	Lantheus, Dir Alliance Mgmt	Pfizer Inc, Alliance Operations Mgr
AffaMed Therapeutics, Exec Dir Alliance Mgmt	Eli Lilly & Co, Assoc Consultant	Legend Biotech USA Inc, Exec Dir Alliance Mgmt	Quris AI, Head Strategic Alliances
AstraZeneca Canada Inc, Assoc Dir Oncology Bus Dev & Licensing	Eli Lilly & Co, Dir Alliance Mgmt	LIBBS Pharmaceuticals Ltd, Alliance Coordinator	Recursion Pharmaceuticals Inc, Sr Dir Alliance Mgmt
Baringa Partners LLP, Consultant	Eli Lilly & Co, Sr Dir Ofc of Alliance Mgmt	LIBBS Pharmaceuticals Ltd, Alliance Mgr	Sanofi, N America Hub Business Partner
Baringa Partners LLP, Dir Strategic Partnerships Advisory Lead	Genentech Inc, Head	Lundbeck AS, Dir Bus Dev	Seismic Therapeutic, Assoc Dir Bus Dev
Baringa Partners LLP, Mgr	Grifols Diagnostic Solutions Inc, Dir Bus Dev & Licensing	Meiji Pharma USA Inc, Bus Dev & Mgmt Assoc Dir	Silence Therapeutics, Sr Dir Alliance Mgmt
Bayer Pharmaceuticals, Exec Dir & Global & US Brand Lead	GSK, Alliance Dir R&D Bus Dev	Merck & Co, Alliance Mgr	Sobi Inc, VP Bus Dev & Alliance Mgmt
Boehringer Ingelheim Intl GmbH, Global Alliance Mgr	GSK, Alliance Mgmt Coordinator	Merck & Co, Dir Strategic Alliances	Takeda Pharmaceuticals Inc, Assoc Dir Alliance Operations
Boehringer Ingelheim Intl GmbH, Global Head of Alliance Mgmt	GSK, Dir Alliance Mgmt	Merck & Co, Exec Dir Strategic Alliance Mgmt	The Rhythm of Business, President
Boehringer Ingelheim Pharmaceuticals Inc, Dir Alliance Mgmt	GSK, Dir R&D Alliance Mgmt	Merck & Co, Sr Dir Bus Dev Execution	Vantage Partners LLC, Principal
Bolt Biotherapeutics Inc, Sr Dir Alliance Mgmt	GSK, Exec Dir Alliances	Merck & Co Inc, Alliance Mgr	Vantage Partners LLC, Sr Consultant
Boston Childrens Hospital, Asst Dir Alliances & Bus Dev	GSK, Sr Dir Alliance Mgmt	Merck & Co Inc, Assoc Dir	Verastem Oncology, Sr VP Corp Dev & External Engagement
Boston Institute of Biotechnology LLC, Head Bus Dev	GSK, Sr Dir Clinical Dev	Merck & Co Inc, Assoc Dir Alliance Mgmt	
Cancer Research Horizons, Strategic Alliance Exec	H Lundbeck AB, Sr Alliance Dir	Merck & Co Inc, Exec Dir & Head	
Caris Life Sciences, Alliance Mgr	IGM Biosciences Inc, Bus Dev & Alliance Assoc	Merck & Co Inc, Head Corp Alliance Mgmt & Integration	
Caris Life Sciences, VP & Head	IGM Biosciences Inc, VP Strategic Alliances	Merck BV, Dir Alliance Mgmt	
Catalyst Clinical Research LLC, Sr VP Catalyst Oncology	Immatics US Inc, Sr Mgr	Merz Pharma GmbH & Co KGaA, Head of Alliance Mgmt	
	Incyte Corp, Sr Dir Alliance Mgmt	Moderna, Dir Strategic Operations & Partner Mgmt	
	Innoviva Specialty Therapeutics, Dir Alliance Mgmt		
	Ironshore Pharmaceuticals Inc, Dir Bus Dev & Corp Strategy		

Join Us in Boston

Hotel & Travel Information

Conference Venue and Hotel:

Hilton Boston Back Bay
40 Dalton St.
Boston, MA 02115

Discounted Room Rate: \$265

Discounted Room Rate Cut-off Date: February 25, 2025



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