



AGENDA

Thursday, February 10

- 7:30 AM **Arrivals/Light Breakfast**
- 8:00 **Welcome and Introductions**
Walter Capone
Multiple Myeloma Research Foundation
Multiple Myeloma Research Consortium
- 8:10 **Best Practices and Challenges in Personalized Medicine**
Raju Kucherlapati, PhD
Harvard Medical School
- 8:25 **MMRF Personalized Medicine Strategy**
Kathy Giusti
Multiple Myeloma Research Foundation
Multiple Myeloma Research Consortium
- 8:40 **Personalized Medicine in Multiple Myeloma**
Kenneth C. Anderson, MD
Dana-Farber Cancer Institute
Harvard Medical School
- 9:00 **Personalized Medicine in Lung Cancer**
Bruce E. Johnson, MD
Dana-Farber Cancer Institute
Harvard Medical School
- 9:20 **Personalized Medicine in Breast Cancer**
Harold Burstein, MD, PhD
Dana-Farber Cancer Institute
Harvard Medical School
- 9:40 **Break**
- 9:55 **MMRF: Accomplishments and Plans**
Walter Capone
- 10:15 **Personalized Medicine Group Discussion**
Moderated by: Quintiles Consulting
- 12:35 **Summary and Wrap-Up Discussion**
Mara G. Aspinall
On-Q-ity, Inc.
- 1:00 PM **Lunch**



MMRFSM
Multiple Myeloma
Research Foundation

Partnering to Advance Personalized Medicine in Multiple Myeloma

February 10, 2011 • Boston, MA

BIOGRAPHIES – FACULTY

Kenneth C. Anderson, MD, Co-chair*Dana-Farber Cancer Institute**Harvard Medical School*

Dr. Anderson graduated from The Johns Hopkins Medical School, trained in internal medicine at The Johns Hopkins Hospital, and completed hematology, medical oncology, and tumor immunology training at the Dana-Farber Cancer Institute. He is the Kraft Family Professor of Medicine at Harvard Medical School; and Director of the Lebow Institute for Myeloma Therapeutics and Jerome Lipper Multiple Myeloma Center, and Vice Chair of the Joint Program in Transfusion Medicine at the Dana-Farber Cancer Institute. Dr. Anderson is chair of the NCCN Multiple Myeloma Clinical Practice Guidelines Committee; a Cancer and Leukemia Group B Principal Investigator; on the Board of Scientific Advisors of the International Myeloma Foundation; on the Board of Directors and Chair of the Scientific Advisory Board of the Multiple Myeloma Research Foundation; and on the Board of Directors and Chair of the Steering Committee of the Multiple Myeloma Research Consortium.

Dr. Anderson has published more than 350 original articles, 250 chapters, and has edited multiple textbooks on both multiple myeloma (MM) and transfusion medicine. His awards include the 2007 American Association for Cancer Research Joseph H. Burchenal Award for Clinical Research, the 2007 ROFEH Distinguished Service Award, the 2007 Champion in Advocacy Award from the American Society of Hematology (ASH), the 2005 Robert A. Kyle Lifetime Achievement Award, the 2004 Johnson & Johnson Focused Giving Award for Setting New Directions in Science and Technology, the 2003 Waldenstrom's award for research in plasma cell dyscrasias, and the 2001 Charles C. Lund Award of the American Red Cross Blood Services. He was named Editor in Chief of *Clinical Cancer Research* in 2007.

His translational research studies focus on B-cell malignancies, especially MM. His contributions include discovery of the first plasma cell reactive monoclonal antibodies; development of an immunophenotyping model for diagnosis and treatment of B-cell malignancies; pioneering novel methods to improve safety and efficacy of autografting and allografting in MM; characterizing the signaling cascades whereby cytokines mediate MM cell growth, survival, and drug resistance in the bone marrow (BM) microenvironment; using oncogenomics and developing in vitro and in vivo models to identify novel targets and validate therapies targeting the MM cell and its BM milieu; translating these preclinical studies to the bedside in derived phase 1–3 clinical trials; and establishing a new treatment paradigm using novel therapies targeting the tumor cell, tumor-host BM interaction, and BM microenvironment to overcome drug resistance and improve patient outcome in MM. His team led both preclinical and clinical trials of bortezomib and lenalidomide, culminating in rapid FDA approval of these agents for the treatment of MM.



BIOGRAPHIES – FACULTY (CONT)

Mara G. Aspinall, Co-chair

On-Q-ity, Inc.

Mara G. Aspinall is President and CEO of On-Q-ity, Inc., an innovative diagnostics company dedicated to improving the treatment of individual cancer patients through real time noninvasive monitoring to better target therapy and lower costs. On-Q-ity will enable precise personalized therapeutic decisions across multiple cancers through two core proprietary technologies: (1) microfluidic chip technology that enables the capture, enumeration, and molecular characterization of circulating tumor cells in the bloodstream and (2) validated DNA repair biomarkers that predict treatment response in tissue and blood.

Ms. Aspinall was previously President of Genzyme Genetics, a leading provider of testing services in the oncology and reproductive markets. Ms. Aspinall also served as President of Genzyme Pharmaceuticals.

Ms. Aspinall has been on the Board of Predictive Biosciences since its inception, serving as Chairman for the past year. She is also a Board member of Blue Cross Blue Shield of Massachusetts. She is appointed as Lecturer in Health Care Policy at Harvard Medical School and will teach a seminar series on medicine and business each year. She is an active member of the Federal Secretary of Health and Human Services' Advisory Commission on Genetics, Health and Society as well as a Director of the Personalized Medicine Coalition.

Most recently, Ms. Aspinall co-authored, "Realizing the Promise of Personalized Medicine" in Harvard Business Review. She earned her Master of Business Administration from Harvard Business School and her undergraduate degree in International Relations from Tufts University.



BIOGRAPHIES – FACULTY (CONT)

Massimo Cristofanilli, MD, FACP

Fox Chase Cancer Center

Massimo Cristofanilli, MD, FACP, noted breast cancer clinician and researcher, has joined Fox Chase Cancer Center as chairman of the department of medical oncology. He holds the G. Morris Dorrance Jr. Endowed Chair in Medical Oncology. In addition, Cristofanilli will play a vital leadership role in Fox Chase's Women's Cancer Center, overseeing all breast cancer care, and will co-direct the Women's Cancer Research Program, one of Fox Chase's six core research programs within the Cancer Center.

In his practice, Cristofanilli specializes in treating patients with locally advanced and inflammatory breast cancer (IBC) as well as metastatic breast cancer. He says he appreciates Fox Chase's "unique collegial environment" because it allows for the best patient care and aims to continue to "foster the development of effective team science within the medical oncology department."

Cristofanilli focuses on a broad range of translational research on breast cancer. His interests include the use of molecular targeted agents in imaging and therapeutics; the study of breast cancer stem cells; the delivery of gene therapies to local regional recurrences of breast cancer; and the utility of monitoring, capturing, and studying circulating tumor cells in the management of women with inflammatory breast cancer.

"Fox Chase's personalized approach to patient care provides the right environment for a balanced portfolio of advanced diagnostic and therapeutic trials," Cristofanilli says. "As we continue to combine clinical, translational, and basic research, we will be able to develop innovative investigator-initiated trials with high impact."

Cristofanilli comes to Fox Chase from The University of Texas MD Anderson Cancer Center, where he served as associate professor in the department of breast medical oncology and director of the Morgan Welch Inflammatory Breast Cancer Research Program and Clinic.

After receiving his MD from the University La Sapienza in Rome, Italy, Cristofanilli completed his residency in internal medicine at Cabrini Medical Center in New York. He also completed fellowships in medical oncology at both The University of Texas MD Anderson Cancer Center and the University La Sapienza.



BIOGRAPHIES – FACULTY

Kathy Giusti, Co-chair

Multiple Myeloma Research Foundation

Multiple Myeloma Research Consortium

Kathy Giusti founded the Multiple Myeloma Research Foundation (MMRF) in 1998 after being diagnosed with multiple myeloma, an incurable blood cancer. In 2004, she founded the Multiple Myeloma Research Consortium (MMRC). Today, she is CEO of both organizations. Previous to this, Ms. Giusti was a senior executive in the pharmaceutical industry; as a 15-year industry veteran, she held positions at both Merck and G.D. Searle & Co. (now part of Pfizer), where she focused on marketing and new product development.

Ms. Giusti has received numerous awards for her efforts to accelerate biomedical research and drug development, including the American Association for Cancer Research's Centennial Medal, American Society of Clinical Oncology's Partners in Progress Award, Healthcare Businesswomen's Association's Woman of the Year Award, and Harvard Business School's Leadership Award. Her efforts also have been recognized by many notable media outlets, including *The New York Times*, *The New Yorker*, *The Wall Street Journal*, CBS Evening News, and NBC Nightly News.

Ms. Giusti has served on several boards, including the Institute of Medicine's National Cancer Policy Board, the Cancer Leadership Council, and IMS Health. Today, she continues to serve on the National Cancer Advisory Board, an appointment she received from President Bush.

Ms. Giusti received her MBA in general management from Harvard Business School and graduated from the University of Vermont magna cum laude with a Bachelor of Science in Biological Sciences.

Bruce E. Johnson, MD

Harvard Medical School

Dana-Farber Cancer Institute

Bruce E. Johnson, MD, is Director of the Carole M. and Philip L. Lowe Thoracic Oncology Program at the Dana-Farber Cancer Institute and leads the Dana-Farber/Harvard Cancer Center Lung Cancer Program that includes the seven Harvard Medical School affiliated institutions.

Dr. Johnson is the principal investigator of the Dana-Farber/Harvard Cancer Center Specialized Program of Research Excellence (SPORE) in Lung Cancer, and holds the position of Professor of Medicine at the Brigham and Women's Hospital and Harvard Medical School.



BIOGRAPHIES – FACULTY (CONT)

Raju Kucherlapati, PhD, Co-chair

Harvard Medical School

Raju Kucherlapati, PhD, came to the United States in 1967 after receiving his BS in Biology at P.R. College, Kakinada, India, and his MS in Biology at Andhra University, Waltair, India. He received his PhD from the University of Illinois at Urbana and completed his post-doctoral work in the lab of Frank Ruddle at Yale University. He was assistant professor in the Department of Biochemical Sciences at Princeton University, and then became professor in the Department of Genetics at the University of Illinois College of Medicine. In 1989, Dr. Kucherlapati went to the Albert Einstein College of Medicine where he was the Lola and Saul Kramer Professor of Molecular Genetics and Chairman of the Department of Molecular Genetics, a position he held for eleven years. In 2001, Dr. Kucherlapati became the Paul C. Cabot Professor of Genetics and Professor of Medicine at Harvard Medical School and was the first Scientific Director of the Harvard Medical School-Partners HealthCare Center for Genetics and Genomics (HPCGG).

At HPCGG, Dr. Kucherlapati devoted his energies to advancing the cause of personalized medicine. Under his direction, HPCGG launched initiatives that resulted in a large number of novel molecular diagnostics; built new information technology programs that captured the results of clinical and basic genetic research in structured formats that could then be applied meaningfully in clinical decision-making that would benefit diagnosis, prognosis, and treatment of patients. He also strengthened and developed new training and educational programs for physicians, scientists, healthcare professionals, patients, and others in human genetics and genomics and the application of genetics in healthcare.

Dr. Kucherlapati contributed to several different areas of research. These include gene targeting and homologous recombination, human gene mapping, generation of physical maps of the human genome with special emphasis on human chromosome 12, development of techniques to modify genes in mammalian cells and in cloning many human disease genes. To date, he holds 12 patents. He was a member and Chair of several review committees at the National Institutes of Health (NIH), was a member of the National Advisory Council for Human Genome Research at the National Human Genomics Research Institute, and was a co-chair of the steering committee for the National Cancer Institute's Mouse Models for Human Cancer Consortium. He served on the editorial board of the *New England Journal of Medicine* and was editor in chief of the journal *Genomics*. He is a fellow of the American Association for the Advancement of Science and a member of the Institute of Medicine of the National Academy of Sciences.

BIOGRAPHIES – PARTICIPANTS (CONT)**Keith Aspinall***Bain & Company*

Keith Aspinall is a Director and Partner in the Stockholm office of Bain & Company, Inc.

Since 2003, Mr. Aspinall has divided his time equally between Sweden and the United States. He joined Bain in 1980 and was elected to the partnership in 1985. In 1990, he was a member of the small team that negotiated the transition of Bain & Company from its founders to the partnership group as a whole. In 1993, he was a founding partner of the Stockholm office, which has now grown to more than 65 professionals.

Mr. Aspinall focuses on business-to-business products, with special emphasis on healthcare and industrial products. During the past five years, the majority of his work has been for clients who are principal investors in their businesses. He has addressed many senior executive forums on issues of core business strategy and growth. With more than 25 years of experience, Mr. Aspinall works with clients in all areas of strategy, including growth strategy, mergers and acquisitions, distribution channels, market segmentation, and technology economics and assessment. Prior to joining Bain, Mr. Aspinall spent five years in international audit and information systems strategy in London.

Mr. Aspinall earned his Master's in Business Administration from Harvard Business School with highest honors, graduating as a Baker Scholar. Mr. Aspinall is a Fellow of the Institute of Chartered Accountants in the United Kingdom and a graduate of Oxford University where he received Master's with Honors in Philosophy, Politics, and Economics.

BIOGRAPHIES – PARTICIPANTS (CONT)**Stephen Baylin, MD***The Johns Hopkins University*

Born in 1942 in Durham, North Carolina, Stephen Baylin attended Duke University, and earned his medical degree at the Duke University School of Medicine, where he completed his internship and first year residency in Internal Medicine. He worked for two years at the National Heart and Lung Institute of the National Institutes of Health (NIH). In 1971 he joined the departments of Oncology and Medicine at The Johns Hopkins University School of Medicine, an affiliation that still continues.

Presently, he is Deputy Director of the Cancer Center, Professor of Medicine, and Professor of Oncology. He is also Chief of the Cancer Biology Division of The Johns Hopkins Oncology Center, and Associate Director for Research of The Sidney Kimmel Comprehensive Cancer Center at Johns Hopkins. He has been a member of committees of the American Cancer Society and the NIH, and his honors include a Research Career Development Award from NIH, the Edwin Astwood Lectureship of the Endocrine Society, an appointment to the Virginia and D.K. Ludwig Professorship in Cancer Research, and most recently the 2009 Kirk A. Landon-AACR Prize for Basic Cancer Research, also shared with Peter A. Jones, PhD. Dr. Baylin was recently awarded the 14th NCI Alfred G. Knudson Award in Cancer Genetics.

So far, during his highly productive career, Stephen Baylin has authored or co-authored over 350 full-length publications.

James E. Bradner, MD*Harvard Medical School**Dana-Farber Cancer Institute*

Dr. Bradner is a physician-scientist exploring the interface between chemical biology and molecular oncology. Presently, he is affiliated with the Chemical Biology Program at the Broad Institute of Harvard and MIT and the Division of Hematologic Neoplasia at the Dana-Farber Cancer Institute. The primary focus of his laboratory research concerns the identification of selective small molecules antagonizing enzymatic components of chromatin remodeling complexes. In addition, he is using forward chemical genetic approaches to explore protein catabolism in the cancer cell. These approaches require the development of novel, high-throughput screening techniques and the use of structure-activity relationship models informing the synthesis of focused chemical libraries. The primary focus of his clinical work is the early-phase development of targeted strategies in hematology. He is a staff physician at the Dana-Farber Cancer Institute and attends on the allogeneic stem cell transplantation service.



BIOGRAPHIES – PARTICIPANTS (CONT)

Harold J Burstein, MD, PhD

Harvard Medical School

Dana-Farber Cancer Institute

Harold J. Burstein, MD, PhD, is an Associate Professor of Medicine at Harvard Medical School, and a medical oncologist at Dana-Farber Cancer Institute and Brigham and Women's Hospital. He is a clinician and clinical investigator specializing in breast cancer.

Dr. Burstein attended Harvard College, and earned his MD at Harvard Medical School where he also earned a PhD in immunology. In addition, he holds a Master's Degree in History of Science from Harvard. He trained in internal medicine at Massachusetts General Hospital, and was a fellow in medical oncology at Dana-Farber before joining the staff.

Dr. Burstein's clinical practice is devoted entirely to breast cancer patients. His clinical research interests include novel treatments for early- and advanced-stage breast cancer, and studies of quality of life and health behavior among women with breast cancer. Dr. Burstein has written widely on breast cancer in both traditional medical journals and on the web. Representative publications of Dr. Burstein's can be found in the *New England Journal of Medicine*, the *Journal of Clinical Oncology*, and other leading medical journals.

With Dr. Gary Lyman, he is co-editor of the book *Translational Therapy for Breast Cancer*, published in 2007. He serves on international committees focusing on cancer treatments including the NCCN Breast Cancer Panel, The St. Gallen Breast Cancer Panel, and the CALGB Breast Cancer Committee. He is chair of the ASCO guideline on endocrine therapy for breast cancer. Dr. Burstein is editor-in-chief of the *Journal of the National Comprehensive Cancer Network*. Dr. Burstein teaches students, house staff, and fellows at Harvard Medical School, Dana-Farber, Brigham and Women's Hospital, and affiliated training hospitals.

BIOGRAPHIES – PARTICIPANTS (CONT)**John Carpten, PhD***The Translational Genomics Research Institute*

Dr. Carpten earned his PhD in Molecular, Cellular, and Developmental Biology at the Ohio State University in 1994 with a focus on human genome physical mapping and positional candidate cloning. He then went on to complete a postdoctoral fellowship at the National Human Genome Research Institute, NIH, Bethesda, in Cancer Genetics, where he was later promoted to the tenure track in 2000. Dr. Carpten then accepted a position to become Division Director at the Translational Genomics Research Institute (TGen), Phoenix, AZ, in 2003 where he currently directs the Division of Integrated Cancer Genomics.

Dr. Carpten's research program centers around the development and application of cutting-edge molecular technologies and bioinformatics analysis in search of germ-line and somatic alterations that are associated with risk and tumor characteristics, respectively. He has led and co-authored a series of articles describing the roles of both low and high penetrant genetic variants in cancer risk in *Science*, *Nature Genetics*, *Genome Research*, *Journal of the National Cancer Institute*, and the *New England Journal of Medicine*.

Dr. Carpten also has a very active program in sporadic tumor research. His laboratory participated in and led several high impact studies including the identification of NF- κ B pathway mutations in multiple myeloma, which was published in *Cancer Cell* in 2007. He also led a landmark study, which culminated in the discovery of the AKT1(E17K) activating mutation in human cancers, published in *Nature* in 2007.

To improve and speed up the discovery of important alterations associated with cancer, Dr. Carpten is co-leading the implementation, development, and application of Next Generation Sequencing (NGS) technologies at TGen. These technologies offer the opportunity to sequence entire cancer genomes to aid in discovery of mutations, copy number changes, and rearrangements such as translocations. Currently, the largest efforts of the Carpten laboratory are in applying NGS for Genomics Enabled Medicine, where cancer genomes and transcriptomes are sequenced and used to identify actionable targets for selective therapeutics. It is his hope that this work will one day lead to improvements in knowledge-based therapeutics toward the reduction in deaths due to cancer.

BIOGRAPHIES – PARTICIPANTS (CONT)

Andy Dorner, PhD

Millennium: The Takeda Oncology Company

Andy Dorner, PhD, is a strong scientific leader and senior manager with 25 years of experience in the biotech and big pharmaceutical environments; extensive experience with protein, small molecule and nucleic acid therapeutics; and expertise in multiple genomic technology platforms as well as clinical trial and FDA experience. He is an acknowledged leader in hemophilia, pharmacogenomics, biomarker strategy and translational medicine, and has integrated expertise across disciplines, technologies and therapeutic indications.

Dr. Dorner is currently the Senior Director of the Molecular Medicine Department in Clinical Research of Millennium Pharmaceuticals, the Takeda Oncology Company and Adjunct Professor of Pharmacology in the Department of Pharmacology and Experimental Therapeutics at Boston University School of Medicine. He is presently focused on the application of Translational Medicine strategies including biomarker discovery and assay development to optimize cancer therapy and improve the benefit/risk ratio of therapeutic candidates.

Dr. Dorner's professional objective is to deliver new therapies and novel diagnostic tools to patients with serious medical conditions which improve the quality and length of their lives. His scientific expertise, proven leadership skills and dedication to innovation and teamwork give him the experience to lead research and development activities driving therapeutic candidates to proof of concept studies. His specialties include translational medicine and clinical pharmacogenomics, biotherapeutics, hemophilia including gene therapy, direct interactions with FDA to develop pharmacogenomics guidelines, genomics technologies and cell-based systems, biomarker discovery and clinical assay development, and patent inventor and expert witness.

Keith T. Flaherty, MD

Massachusetts General Hospital Cancer Center

Dr. Flaherty received a Bachelor of Science from Yale University and medical degree from Johns Hopkins University. He trained in internal medicine at Brigham and Women's Hospital and completed a fellowship in medical oncology at the University of Pennsylvania. After 7 years on faculty at the University of Pennsylvania, Dr. Flaherty moved to Massachusetts General Hospital and Harvard Medical School to serve as the Director of Developmental Therapeutics for the MGH Cancer Center. He has served as principal investigator for the definitive sorafenib trials in melanoma and the first-in-human clinical trials of the first prospectively developed selective BRAF inhibitors, RAF-265 and PLX4032.



BIOGRAPHIES – PARTICIPANTS (CONT)

Ian Flinn, MD, PhD

Tennessee Oncology Sarah Cannon Blood & Marrow Transplant Program

Dr. Flinn is board certified in Medical Oncology and Hematology. He has been with Tennessee Oncology since 2006 and has been practicing medicine since 1993. He is currently the Director of Hematologic Malignancies Research at the Sarah Cannon Research Institute and the Clinical Director of the Sarah Cannon Blood and Marrow Transplant Program in Nashville, TN.

Previously, Dr. Flinn was with The Johns Hopkins University School of Medicine in Baltimore, Maryland where he was an Associate Professor of Oncology and he served as the Assistant Director of Clinical Research in The Sidney Kimmel Comprehensive Cancer Center at Johns Hopkins. Prior to receiving his medical degree from The Johns Hopkins University School of Medicine, Dr. Flinn completed a Bachelor of Arts in Economics at Georgetown University in Washington, DC. He carried out his clinical fellowships in Oncology and Hematology at The Johns Hopkins University School of Medicine and his residency and internships in Internal Medicine at the University of Michigan Medical Center in Ann Arbor, Michigan.

Dr. Flinn's research interest is in developing new therapies for patients with hematologic malignancies. This research includes new chemotherapeutic, immunologic, and transplant approaches to these diseases.

Dr. Flinn specializes in leukemia, lymphoma, multiple myeloma, and blood and marrow transplantation. He has published widely in this area. He holds memberships in the American Society of Clinical Oncology, the American College of Physicians, the American Society of Hematology, and the American Society for Blood and Marrow Transplantation.

Dr. Flinn sees patients at the Tennessee Oncology in the Sarah Cannon Blood and Marrow Transplant Clinic at Centennial Medical Center.

BIOGRAPHIES – PARTICIPANTS (CONT)

Chris Gabel, PhD
Quintiles Consulting

Dr. Christian Gabel is a senior leader in Quintiles Consulting's Transformation practice. He has more than fourteen years' experience developing and implementing transformative strategies, processes, and operations in drug development, registration and commercialization for global clients in the pharmaceutical and biotechnology industries.

He is a practice area leader for the Clinical Transformation practice placing him at the focal point of Quintiles' Consulting, Clinical (CRO), and Commercial interface to plan, lead, and coordinate complex project efforts. He leads a team dedicated to improving how pharmaceutical and biotechnology companies operationalize their strategy in order to enhance all aspects of their clinical operations, including processes, organizational structure, and systems. He and his team have worked with large and small companies to drive strategies into concrete actions focused on efficiencies, compliance and transformation of clinical development groups.

His personal consulting activities have focused on leading and managing large scale global projects and delivering results in the areas of clinical development process improvement, portfolio management and optimization, partnering and alliance management, as well as new product launch and marketing strategy development. His most recent clients include Novartis Oncology, sanofi-aventis, Élan, and Becton Dickinson.

Prior to joining Quintiles Consulting, Chris was a senior leader in PRTM's Life Sciences Practice and was a senior member of Deloitte's Life Sciences Practice in the US and Europe

Chris has a PhD in Molecular Biology from The Johns Hopkins University, an MBA from Carnegie Mellon University, and a BS in Biochemistry from the University of Rochester.

BIOGRAPHIES – PARTICIPANTS (CONT)**Richard Hamermesh***Harvard Business School*

Richard Hamermesh is the MBA Class of 1961 Professor of Management Practice at the Harvard Business School where he teaches in the MBA Program and is the Faculty Chair of the HBS Healthcare Initiative. Richard created and teaches the second-year MBA elective, Entrepreneurship and Venture Capital in Healthcare. Previously, he was the Course Head for the required first year course entitled The Entrepreneurial Manager. In addition, Richard participates in several HBS Executive Education programs.

From 1987 to 2001, Richard was a co-founder and a Managing Partner of The Center for Executive Development, an executive education and development consulting firm. Prior to this, from 1976 to 1987, he was a member of the faculty of the Harvard Business School.

Richard is also an active investor and entrepreneur, having participated as a principal, director, and investor in the founding and early stages of over 20 organizations. These have included start-ups, leveraged buy-outs, industry roll-ups, and non-profit foundations. He was the founding president of the Newton (MA) Schools Foundation and served on the editorial board of the *Harvard Business Review*. He is currently on the Boards of one public and two private corporations, as well as two non-profit Boards. From 1991 to 1996, he was the founding Chairman of Synthes Spine, Inc.

Richard is the author or co-author of five books, including New Business Ventures and the Entrepreneur. His best-known book, Fad-Free Management, was published in 1996. He has published numerous articles and more than 100 case studies. His most recent article, "Realizing the Potential of Personalized Medicine," appeared in the *Harvard Business Review* (October 2007). Richard received his AB from the University of California, and his MBA and DBA from HBS. He is married, has two children, and his hobbies include tennis, skiing, and yoga.



BIOGRAPHIES – PARTICIPANTS (CONT)

Stuart Henderson, BSc

IBM Global Business Services

Stuart Henderson is a Partner in IBM Global Business Services (GBS). He leads the Life Science & Biopharma Strategy & Transformation Practice.

Stuart is an experienced pharmaceutical professional with over eighteen years' experience in business strategy including leading and delivering change across the R&D value chain to produce measurable results. His capabilities span business strategy, operations strategy, IT strategy, and solution definition through to delivery and operations.

Stuart has been a key author of the numerous publications produced by IBM, including the Pharma 2005, 2010, eClinical and Biopartnering series. He is currently leading research on how collaborative innovation can address the unsustainable economics of innovation in the biopharmaceutical industry.

Stuart has led business strategies, transformation programs, post acquisition integration, and operational improvements in many areas of the R&D value chain. This includes, biomarker strategy, nanobiotechnology strategy, IP asset, collaboration strategy, business model innovation, business process transformation, discovery information integration, clinical operations, modeling and simulation, electronic data capture, pharmacogenomics, clinical data warehousing, regulatory content management, clinical trial management, patient recruitment, statistical computing environments, and electronic medical record interoperability.

Stuart's clients include: Abbott, Amgen, AstraZeneca, BMS, Genentech, Genzyme, J&J, Merck, Novartis, Novo Nordisk, Pfizer, PPD, sanofi-aventis, and Shire.

Prior to joining IBM, Stuart worked for Deloitte Consulting (Touche Ross Management Consultants). He started his career in Pfizer Central Research in Sandwich UK.

Stuart publishes a blog which can be found at: <http://pharmarandd.blogspot.com/>

BIOGRAPHIES – PARTICIPANTS (CONT)**Gerald McDougall***PricewaterhouseCoopers*

Gerald J. McDougall is Partner in Charge of PricewaterhouseCoopers Personalized Medicine and Health Sciences Practices, serving organizations across the healthcare continuum, developing and executing strategies that create new innovative business models to drive business solutions to the problems of scientific organizations, and create transformational change.

Mr. McDougall specializes in driving synergistic alliances, such as public-private partnerships, to develop new scientific ventures. He has advised many of the top 50 Academic Medical Centers, and worked with the majority of the Ivy League schools and many of the major research universities and health systems. Additionally, he has led projects at organizations dedicated to cancer, orthopedics, diabetes, neurological disorders, cardiovascular, metabolics/diabetes, pediatrics, and orphan diseases.

Mr. McDougall's memberships, boards, and national initiatives include the Multiple Myeloma Research Foundation; the President's Council, New York Academy of Science; the World Business Council for Sustainable Development; and assisting in the preparation of the ATLAS project proposal, resulting in a multi-million-dollar funding award.



BIOGRAPHIES – PARTICIPANTS (CONT)

Adrian McKemey, PhD

Quintiles Consulting

Adrian leads the Product Development and Commercialization consulting practice at Quintiles Global Consulting. Some recent relevant case work includes: streamlining of end-to-end development process and organization in a top 5 pharma company; development of biomarker strategy for a top 5 biotech company; assessment and gap analysis of a portfolio of early stage assets for a top 5 pharma company discovery/ED spin out, including due diligence preparedness; and creation of new cross functional business unit within clinical development for a top 10 pharma company.

Prior to assuming leadership at Quintiles Consulting, Adrian was a Principal with the Boston Consulting Group (BCG) working in the Life Sciences practice in New York. Since 2000, he has helped large pharma clients with business process reengineering and organizational change, along with new product R&D/Commercialization strategies. He has also worked with several PE firms focused on the life sciences industry.

Prior to BCG, Adrian was an independent strategy consultant in London and Menlo Park for pharmaceutical and diagnostic companies. He was also a tenured faculty member at Brunel University in London and visiting professor at Stanford.

Dr. McKemey has a BSc (First Class) from London University, Westfield College and a PhD from London University, Royal Holloway College and CERN Geneva in high energy particle physics.

BIOGRAPHIES – PARTICIPANTS (CONT)**George Mulligan, PhD**

Millennium: The Takeda Oncology Company

George J. Mulligan, PhD, is Director of Translational Medicine at Millennium, The Takeda Oncology Company in Cambridge, MA. Responsibilities include development and implementation of biomarker strategies across oncology programs as well as the targeted development of the approved oncology product Velcade[®]. Prior to joining Millennium, he was a Senior Research Scientist at Aventis Pharmaceuticals as well as the Hoechst-Ariad Genomics Center. He was also a Fellow of the Howard Hughes Medical Institute at the Massachusetts Institute of Technology Center for Cancer Research. He received his PhD in Cellular and Developmental Biology from SUNY Stony Brook and completed thesis research at the Cold Spring Harbor Laboratory in New York.

Marc Natter, MD

Intelligent Health Lab, Children's Hospital Boston

Marc Natter, MD, is a pediatric rheumatologist and an NLM Fellow in Bio-informatics at Harvard Medical School and Children's Hospital Informatics Program, Children's Hospital Boston. His current research focuses on applying semantic data federation technologies to chronic disease registries, enabling 'virtual' research data warehouses to be dynamically constructed from multiple observational data sources. Natter is responsible for coordinating informatics development of the 60-site, i2b2/SHRINE-based Childhood Arthritis and Rheumatology Research Alliance Network national registry and the nascent Harvard-affiliated Hospitals Inflammatory Bowel Disease registry.

David Parkinson, MD

Nodality, Inc.

David R. Parkinson, MD, is President and CEO of Nodality, Inc., a San Francisco-based biotechnology company developing next-generation diagnostics in oncology and auto-immune diseases to enable more personalized treatment approaches. Before leading Nodality, Dr. Parkinson was Senior Vice President, Oncology Research and Development at Biogen Idec. He previously served as Vice President, Oncology Development, at Amgen and Vice President, Global Clinical Oncology Development at Novartis, where he was instrumental in bringing Gleevec[®] to market, completely transforming the treatment of chronic myelogenous leukemia (CML). Prior to this, he served as the National Cancer Institute's Chief of the Investigational Drug Branch, then as Acting Associate Director of the Cancer Therapy Evaluation Program. Dr. Parkinson has also served as the Chairman of the US Food and Drug Administration (FDA) Biologics Advisory Committee and was a recipient of the FDA's Cody Medal. Dr. Parkinson received his medical degree from the University of Toronto Faculty of Medicine and he received Internal Medicine and Hematology/Oncology training at McGill University and at New England Medical Center.

BIOGRAPHIES – PARTICIPANTS (CONT)**Robert Pelham, PhD**

Genomic Health, Inc.

Dr. Robert Pelham is a Scientist at Genomic Health, Inc. (Redwood City, CA) where his laboratory uses various functional genomics approaches in pre-clinical cancer models to identify biomarkers predictive of chemotherapeutic response. Prior to this, Dr. Pelham was a Postdoctoral Fellow in the laboratory of Dr. David Botstein at Princeton University and a Visiting Scientist at Cold Spring Harbor Laboratory where his work used whole-genome approaches to understand the tumor microenvironment. Dr. Pelham received his PhD in Genetics and Cell Biology from Columbia University, studying the regulation and dynamics of the actin cytoskeleton, and BAs in Biology and Politics from Brandeis University. He is a member of the NIH Cancer Biomarkers Study Section.

Don Pettini*Oracle*

Don Pettini is the Sr. Director, Healthcare Product Strategy, in the Health Sciences Global Business Unit at Oracle. Don has been designing and implementing large-scale technology solutions for the past 25 years, as Chief Technology Officer (CTO) for over 10 years. Don was most recently the founding CTO at Humedica, a next-generation clinical informatics company. Don has an extensive background in data security and privacy in various positions with IHM, AltaVista, and Digital Equipment Corporation.

Dan Quinn*Feinstein Kean Healthcare*

Dan Quinn has nearly 20 years of communications experience with a strong emphasis on health care, corporate communications, and biotechnology. Dan joined Feinstein Kean Healthcare after nearly seven years at Genzyme Corporation, where he served most recently as director of corporate communications. At Genzyme, Dan worked to protect and enhance the company's global reputation through financial, product, employee, and crisis communications initiatives, and worked closely with marketing teams throughout the company on the launch and positioning of several new therapies.

Prior to joining Genzyme, Dan promoted the health policy research of the National Academy of Sciences' Institute of Medicine, ensuring successful outreach to media, Congress, government agencies, and advocacy interests. Dan has served in leadership communications roles at Resources for the Future, a non-partisan environmental research organization in Washington, DC, and at Tufts University School of Medicine. He began his career as a journalist at newspapers in Massachusetts after graduating from Providence College in Providence, RI.



BIOGRAPHIES – PARTICIPANTS (CONT)

Deborah Ricci, PhD

Johnson & Johnson PRD

Deborah Ricci was awarded a PhD in Genetics from the University of California in 1994. The focus of her dissertation was in describing the regulation of gene expression by antisense RNA cassettes *in vivo* in transgenic mice. Subsequently, the focus of her post-doctoral fellowship, in the Department of Pathology and Laboratory Medicine at the University of Pennsylvania, was in understanding the mechanism of antisense oligodeoxynucleotide action *in vivo* in human subjects admitted to Gene Therapy clinical trials. She joined Bristol-Myers Squibb in 1999 and was most recently the Group Leader of the Sample Bank and Molecular Biology laboratory at their Clinical Laboratory. Deborah joined Johnson & Johnson PRD in 2004 and is currently a Director in their Oncology Biomarkers group responsible for the development, implementation, and execution of biomarker strategies in full development clinical trials. Notably, she was responsible for leading the biomarker related activities for Velcade and chairing the joint J&J and Millennium biomarker project working group.

Robert Rifkin, MD

Rocky Mountain Cancer Centers

Dr. Rifkin practices medical oncology and hematology specializing in blood cancer and coagulation disorders. He is board certified in Internal Medicine, Medical Oncology, and Hematology. Dr. Rifkin serves as the Medical Director for the collection and apheresis center for the National Marrow Donor Program at Presbyterian/St. Luke's Medical Center and is an Associate Clinical Professor of medicine at the University of Colorado at Denver Health Sciences Center. His clinical research focuses on multiple myeloma, lymphoma, and developmental therapeutics.

BIOGRAPHIES – PARTICIPANTS (CONT)**Rita Schuerman***Digitas Health*

Rita DiStefano Schuerman joined Digitas Health in December 2006. She provided strategic direction and executions for an oncology franchise for 2.5 years, winning multiple awards.

Rita then provided leadership in developing an enterprise-wide business model from an idea to a reality for a major pharmaceutical company. She was responsible for strategic development and the marketing strategy to evolve it from a pilot program to an operational model.

Rita has over 16 years of pharmaceutical and healthcare experience. Prior to joining Digitas Health, she served as Vice President/Group Account Supervisor at Vox Medica, Inc., a medical communications company specializing in pharmaceutical marketing and advertising. She provided strategic consultation for managing product lifecycle challenges in the professional, consumer, and managed markets.

In 2009, Rita received a gold Webby award, the first gold Webby for Digitas Health.

Nancy Simonian, MD*Millennium: The Takeda Oncology Company*

Nancy Simonian, MD, is the Chief Medical Officer at Millennium, The Takeda Oncology Company which is focused on innovative cancer medicines. She is responsible for Clinical Development, Regulatory Affairs, Pharmacovigilance, and Development Project and Portfolio Management. Dr. Simonian is a member of the executive management team of Millennium and chairs the company's Portfolio Review Committee. She is a member of the board of Arqule Pharmaceuticals, Inc., and the Personalized Medicine Coalition. Prior to joining Millennium, Dr. Simonian was a Vice President of Clinical Research at Biogen where she was responsible for the clinical development of AVONEX[®] (Interferon beta-1a), Tysabri (natalizumab), and their oncology programs.

She is a graduate of Princeton University and received her MD from the University of Pennsylvania School of Medicine. She did her internship in medicine and residency in neurology at the Massachusetts General Hospital (MGH) and was an Assistant Clinical Professor at MGH and at Harvard Medical School prior to joining industry.

BIOGRAPHIES – PARTICIPANTS (CONT)

Brad Smith PhD*Quintiles Consulting*

Brad Smith currently is a VP of Translational Medicine within the Innovation Group at Quintiles Transnational, the leading CRO supporting drug development throughout the globe. In this position, Brad supports clinical and biomarker strategies for drug development as well as the development of innovative tools for targeted drugs and companion diagnostics. Previously, Dr. Smith led Corporate Development, focused on new diagnostic and clinical partnerships and markets at Cell Signaling Technology, an innovative biotechnology company in the life sciences field. His previous positions at Cell Signaling Technology include management of antibody and clinical assay development departments. Previous to Cell Signaling Technology, Dr. Smith directed product development and production at Santa Cruz Biotechnology, helping to build that company into one of the largest suppliers of research tools for basic research. Dr. Smith's scientific background includes research positions at Stanford University and University of California, San Francisco, focused on cellular signaling mechanisms of disease. Dr. Smith holds a doctoral degree from Stanford University and master's and bachelor's degrees from University of California, Santa Cruz. Dr. Smith resides in Marblehead, MA, with his wife and two young children.

Ravi Vij, MD*Washington University School of Medicine*

Dr. Vij is Associate Professor at Washington University School of Medicine in the Division of Medical Oncology, Section of Bone Marrow Transplantation and Leukemia. He received medical training at Maulana Azad Medical College at the University of Delhi in India. Dr. Vij subsequently worked as a Senior House-Officer at the Halifax Royal Infirmary in Halifax, United Kingdom, and completed a residency in Internal Medicine at Rush-Presbyterian-St. Luke's Medical Center in Chicago, Illinois. He thereafter completed a fellowship in medical oncology/hematology followed by a fellowship in bone marrow transplantation and stem cell biology at Washington University St. Louis. Dr. Vij's primary academic interests include the treatment of hematologic malignancies and hematopoietic stem cell transplantation. He has research interests in multiple myeloma and AML/myelodysplastic syndromes. He serves on numerous committees including the Core Transplant Committee of the CALGB, and the Project Review Committee of the Multiple Myeloma Research Consortium. He is an author on numerous publications in journals such as *Blood*, *Journal of Clinical Oncology*, *Bone Marrow Transplantation*, *Biology of Blood and Marrow Transplantation* and numerous book chapters, including "Multiple Myeloma and Plasma Cell Dyscrasias" for the *Washington Manual of Oncology*. He has served as a reviewer for prestigious journals including *Blood*, *Journal of Clinical Oncology*, *Bone Marrow Transplantation*, *Experimental Hematology*, and *Haematologica* and for the American Society of Hematology.



BIOGRAPHIES – PARTICIPANTS (CONT)

Lona Vincent

Quintiles Consulting

Lona Vincent is with the commercial practice of Quintiles Consulting working in the market access and product development areas, providing strategy for life science clients. Prior to joining Quintiles, Lona focused on gaining experiences, from concept to market, in order to lay the foundation for entrepreneurial pursuit. In addition to strategy consulting, Lona has held positions in commercialization, venture capital, and healthcare public relations.

Lona has been a contributing researcher to studies at the Centers for Disease Control and Prevention, National Institute of Mental Health, Frame Research, Columbia University Medical Center, Partnerships for Family Health and the New York City Department of Health. Ms. Vincent holds an MPH in Sociomedical Science and Public Health Research from Columbia University and is a member of the Healthcare Businesswomen's Association.

Outside of work, Lona continues to demonstrate a commitment to community development through her work with several non-profits. She serves on the Young Executive Board (YEB) of iMentor; an organization that has changed the lives of 20,000 youth through technology-based approaches. Lona is also an Industry Expert with New York Needs You and Streetwise Partners mentoring programs where she has presented on the healthcare industry at PricewaterhouseCoopers.

Paul Wicks, PhD

PatientsLikeMe, Inc.

Paul Wicks is the director of research and development (R&D) at PatientsLikeMe, where he leads a team of PhDs and RNs. An internationally recognized expert in psychological aspects of neurodegenerative conditions, he is responsible for the scientific and medical validity of PatientsLikeMe's online communities including MS, HIV, Fibromyalgia, Organ Transplants, and Epilepsy. Paul and his team conduct scientific research that generates insights about the personal health data shared by patient members. Since 2008 his team has produced over a dozen peer-reviewed publications, including an innovative patient-lead trial of lithium in ALS and a study establishing the benefits of sharing health data online. The R&D team also provides bespoke professional services to commercial clients and academic collaborators. Prior to joining PatientsLikeMe, Paul studied cognition in rare forms of ALS, and emotional changes in Parkinson's disease. He completed his PhD thesis at King's College London, aged 24.



BIOGRAPHIES – MMRF/MMRC

Walter Capone, MBA

Multiple Myeloma Research Foundation

Multiple Myeloma Research Consortium

Walter Capone oversees the core business operations of the MMRF and as part of the Executive Committee executes the growth initiatives outlined in the organization's strategic plan. He has 20 years of pharmaceutical and biotechnology leadership experience in the areas of Commercial Development, Operations, Finance, Marketing, and Sales in the United States and internationally. Prior to joining the MMRF, he was the Vice President of Commercial Development and Operations at Progenics Pharmaceuticals. He previously worked at a number of entrepreneurial pharmaceutical and biotechnology ventures throughout the United States and Europe including Trimeris, Triangle Pharmaceuticals, and Cyanamid Benelux. He started his career at leading global pharmaceutical companies including Lederle, Wyeth, and Bristol-Myers Squibb. He received his BA in International Relations from Brown University and he has an MBA in Finance and International Business from Columbia University Business School.

Susan L. Kelley, MD

Multiple Myeloma Research Consortium

Susan L. Kelley, MD, is Chief Medical Officer at the MMRC where she provides strategic medical leadership for the myeloma research and development activities supported by the MMRC and its sister organization, the MMRF.

Dr. Kelley has more than 20 years of experience in oncology clinical research and drug development within the pharmaceutical industry. Prior to joining the MMRC, Dr. Kelley served as Vice President and head of Global Oncology Clinical Development at Bayer Healthcare Pharmaceuticals, where she was responsible for the worldwide management of the oncology drug development portfolio and for management of Bayer's oncology drug development and franchise strategies. While at Bayer, she oversaw the successful advance of Nexavar[®] (sorafenib) through phase III trials and the FDA approval process. Prior to her position at Bayer, Dr. Kelley held several leadership positions in Bristol-Myers Squibb Clinical Development, both in Oncology and Immunology. She joined the MMRC in 2008.

Dr. Kelley received her medical degree from Duke University School of Medicine. She completed certification in internal medicine at the University of Colorado followed by medical oncology training at the Dana-Farber Cancer Institute in Boston. Prior to joining the pharmaceutical industry, Dr. Kelley also conducted oncology clinical and laboratory research at Yale University School of Medicine.

BIOGRAPHIES – MMRF/MMRC (CONT)**Louise M. Perkins, PhD***Multiple Myeloma Research Foundation*

Louise M. Perkins, PhD, is Chief Scientific Officer at the MMRF where she is responsible for the development and execution of the MMRF's research strategy. Dr. Perkins brings more than 16 years of pharmaceutical research experience from two major companies to the MMRF.

Prior to joining the MMRF, she was Director of Cancer Research at Bayer Pharmaceuticals in West Haven, CT, where she contributed to advancing novel targeted therapies toward clinical study, including Nexavar[®] and other innovative signal transduction inhibitors. While at Bayer, she also served as the Director of Research Licensing and was responsible for oncology licensing activities in support of cancer research programs. Prior to joining Bayer, she led a cancer research group at the Schering-Plough Research Institute in Kenilworth, NJ. In this role, she participated in several early-stage research programs including novel target-finding research using human genomics data.

Dr. Perkins graduated from the University of Michigan with a PhD and MS in biological chemistry and conducted postdoctoral studies at Princeton University in the Department of Molecular Biology. She earned her Bachelor of Science in Zoology from the University of North Carolina at Chapel Hill.

Anne Quinn Young, MPH*Multiple Myeloma Research Foundation*

Anne Quinn Young, MPH, is Vice President, Communications at the MMRF where she oversees all communications as well as educational programming for and outreach to healthcare professionals and patients. Ms. Young currently serves as the MMRF's representative on the Cancer Leadership Council (CLC) and as principal investigator on a major grant from the Centers for Disease Control and Prevention (CDC). Prior to joining the MMRF, she was a consultant in the Healthcare Practice of Datamonitor, a global market research and business intelligence company. She previously worked in healthcare public relations at Burson-Marsteller and Chandler Chicco Agency, following a postgraduate internship at the Department of Justice, Antitrust Division. Ms. Young has a Master of Public Health from the Mailman School of Public Health of Columbia University and graduated cum laude from Dartmouth College with a Bachelor of Arts in Government.



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