



Co-sponsored by Keck Graduate Institute and Scripps College

# WOMEN INNOVATE

## CONFERENCE

APRIL 3-5 2011 CLAREMONT, CALIFORNIA

**STRATEGIC LEADERSHIP FOR  
LIFE SCIENCE INNOVATION**



KECK GRADUATE INSTITUTE  
of Applied Life Sciences



SCRIPPS  
THE WOMEN'S COLLEGE  
CLAREMONT

**T**he need for strategic leadership in life science innovation is greater than ever. In response, this Conference has been organized around two important ideas: *If not women, who? If not now, when?*



### The Need

As has been reported and analyzed extensively, the life science industry faces significant challenges over the next decade. Patent expirations loom for all sector companies. Regulatory challenges balloon on a seemingly daily basis. New drugs, devices, diagnostic tests, and related offerings are projected to dramatically decrease.

Clearly, the industry needs novel solutions if it is to create new revenue streams, more competitive operations, compelling strategy, and more. Women can and should lead innovation. That's the premise behind the Women Innovate Conference, co-sponsored by Keck Graduate Institute and Scripps College. This highly interactive 2.5 day event will spotlight inventive leaders who just happen to be female. It will explore what they do, how and why they do it, where they innovate, how they overcome challenges, and much more.

Plus, because inventive women learn from each other, the Conference features novel networking opportunities and exercises.

### How attendees will benefit

- Enhance industry knowledge by interacting with women who have generated technical and business model innovations that have shaped the biopharmaceutical, medical device, diagnostics, research tools, and related sectors
- Learn best practices employed by female leaders who invent, innovate, launch, re-think, solve, and otherwise operate in novel space
- Gain insights about overcoming resource limitations and cultural challenges

- Collect specific collaboration and partnering contacts during our two distinctive “seeker/solver” sessions
- Expand overall network via the interactive exercises and facilitated interchanges
- Develop more sophisticated techniques of invention and innovation

## Learn from leaders

Conference panelists will be female industry leaders from engineering, science, business development, operations, regulatory affairs, and other functions – representing everything from global corporations to tiny start-ups.



## CONFIRMED PANELISTS

Bonnie Anderson, Founder and CEO, Veracyte

Nazli Azimi, CEO, DermaHeal

Mary Ballard, CRM patent holder

Karen Bernstein, Chairman and Editor-in-Chief, BioCentury

Cindy Crump, President & CEO, AFrame Digital

Tina Etcheverry, Director, CMC Lucentis® (retired)

Kate Farrell, U.S. Executive, Epistem

Evangeline Gonzalez, Vice President, Market Development, Sequencing, Life Technologies

Giulia Kennedy, CSO, Veracyte

Anne Kopf-Sill, Director of R&D POC, Tecan Systems

Jahnvi Lokre, Director of Software Engineering, Aubrey Group

Brenda K. Mann, Chief Operating Officer, SentrX Animal Care

Stephanie Marrus, management consultant

Lucy Marshall, Founder & CEO, Biosorb

Nola Masterson, Managing Director, Science Futures

Diane K. Pang, O'Melveny & Myers LLP

Linda Pullan, Principal, Pullan Consulting

Mary Tagliaferri, President & CMO, BioNovo

Emily Winn-Deen, Vice President for Diagnostics Product Development, Illumina



KECK GRADUATE INSTITUTE  
of Applied Life Sciences

## WOMEN INNOVATE CONFERENCE AT-A-GLANCE SCHEDULE

Sunday April 3 2011	Monday April 4 2011	Tuesday April 5 2011
	<b>8-9A</b> <i>What they do: Stories of Invention by the Inventors</i> Etcheverry, Kopf-Sill, Tagliaferri	<b>8-9A</b> <i>Why they do it: Innovation as a Business Strategy</i> Anderson, Lokre, Marrus
	<b>9-10A</b> Breakout exercises	<b>9-10A</b> Breakout exercises
	<b>10-10:30A</b> Break	<b>10-10:30A</b> Break
	<b>10:30-11:30A</b> <i>How they do it: Best Practices in Invention</i> Pang, Masterson	<b>10:30-11:30A</b> <i>Where they do it: Functional Innovation</i> Ballard, Mann, Kennedy, Azimi
	<b>11:30A-12:30P</b> Breakout exercises	<b>11:30A-12:30P</b> Breakout exercises
	<b>12:30-1:30P</b> Lunch	<b>12:30-1:30P</b> Lunch
	<b>1:30-2:30P</b> <i>Speed dating: Seeker and Solver</i>	<b>1:30-2:30P</b> <i>Speed dating: Seeker and Solver</i>
	<b>2:30-3P</b> Break	<b>2:30-3P</b> Break
	<b>3-4P</b> <i>How they do it: Overcoming Invention Challenges</i> Pullan, Crump, Winn-Deen, Marshall	<b>3-4P</b> <i>The Good, the Bad, and the Ugly: Innovation and Corporate Culture</i> Gonzalez, Farrell, Bernstein
<b>4-5P</b> Registration	<b>4-5P</b> Breakout exercises	<b>4-5P</b> Breakout exercises
<b>5-6:30P</b> Ice-breaker reception	<b>6-7P</b> Networking reception	<b>6-7P</b> Networking reception
<b>6:30-8P</b> Welcome dinner		<b>7-8:30P</b> Celebration dinner and Networking <sup>N</sup>



## Format

The Women Innovate Conference consists of one day devoted to technology innovation and a second day devoted to business innovation.

Our “take away lessons” model has two parts: (a) learning by interacting with industry leaders, (b) learning by doing. While the particulars of each day will vary, in general, both will interweave commentary from industry leaders with relevant peer-group exercises.

## Networking

Women Innovate will be the fourth annual conference for female leaders in the life science industry sponsored by KGI – and the first with our sister institution, Scripps College. If there is one thing we have learned over the years, it’s the critical importance of facilitated networking.

Women Innovate will provide multiple opportunities for attendees and panelists to network both formally and informally.

## Who should attend?

Any woman who would like to bring her innovation Any woman who would like to bring her innovation quotient to the next level will benefit from attendance at this event.

Those with science or engineering responsibilities will find Technology Day to be particularly germane – but will also benefit by the speakers and exercises on Business Day.

Similarly, female business leaders will learn from the Business Day program and find their horizons broadened by Technology Day.

## Program Fees & Logistics

**DATES** Sunday April 3—Tuesday April 5 2011

### **FEES Rates good through March 1, 2011.**

\$1,396.50/attendee includes tuition, materials, meals. Accommodations and travel are not included in the fee and attendees must make their own arrangements. Discount accommodations are available at the Claremont Doubletree Hotel. <http://doubletree.hilton.com/en/dt/groups/personalized/O/ONTCLDT-KWC-20110403/index.jhtml>

\$696.50/day/attendee for each: Monday, April 4 or Tuesday, April 5. Includes tuition, materials, meals.

\$346.50/day/attendee for web conference participation: Monday, April 4 or Tuesday, April 5. Includes tuition and electronically transmitted materials. Please ensure that your computer system is web conference ready; KGI and Scripps College are not responsible for attendees’ equipment and system adequacy and function.

**VENUE** The Conference will be held on the campus of KGI’s sister institution, Scripps College. Scripps has been named one of the most beautiful campuses in the US. In 1984, buildings and gardens on the campus were selected for inclusion in the National Register of Historic Places.

## Registration

<http://kgiwomeninnovate.eventbrite.com>

### For more information

Diana Bartlett, Director of Corporate Partnerships  
Keck Graduate Institute of Applied Life Sciences  
535 Watson Drive  
Claremont CA 91711  
909 607 9864

