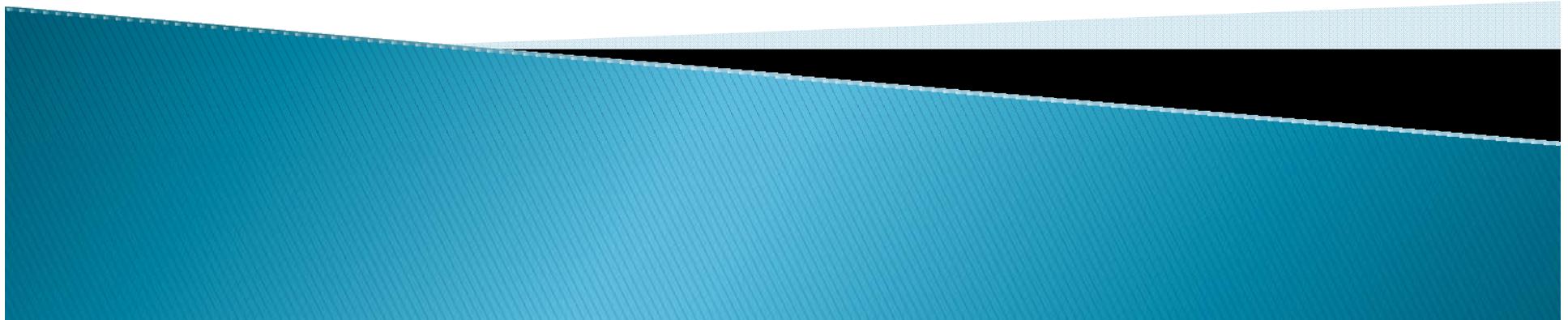




KECK GRADUATE INSTITUTE  
*of Applied Life Sciences*

# Leadership Careers in the Life Sciences

Sheldon Schuster – President, KGI  
Beckman Center, National Academies, August 31, 2009



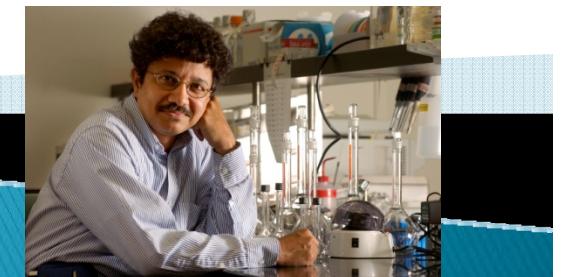
What kind of  
**hybrid**  
are  
**you?**

## *Keck Graduate Institute: Hybrids of Science and Business*

*KGI is the world's only graduate institution devoted to educating future leaders for the life sciences industry. National Professional Masters Leader!*



KGI offers a unique  
***Masters of Bioscience***  
degree (MBS) and a ***PhD in Applied Life Sciences***



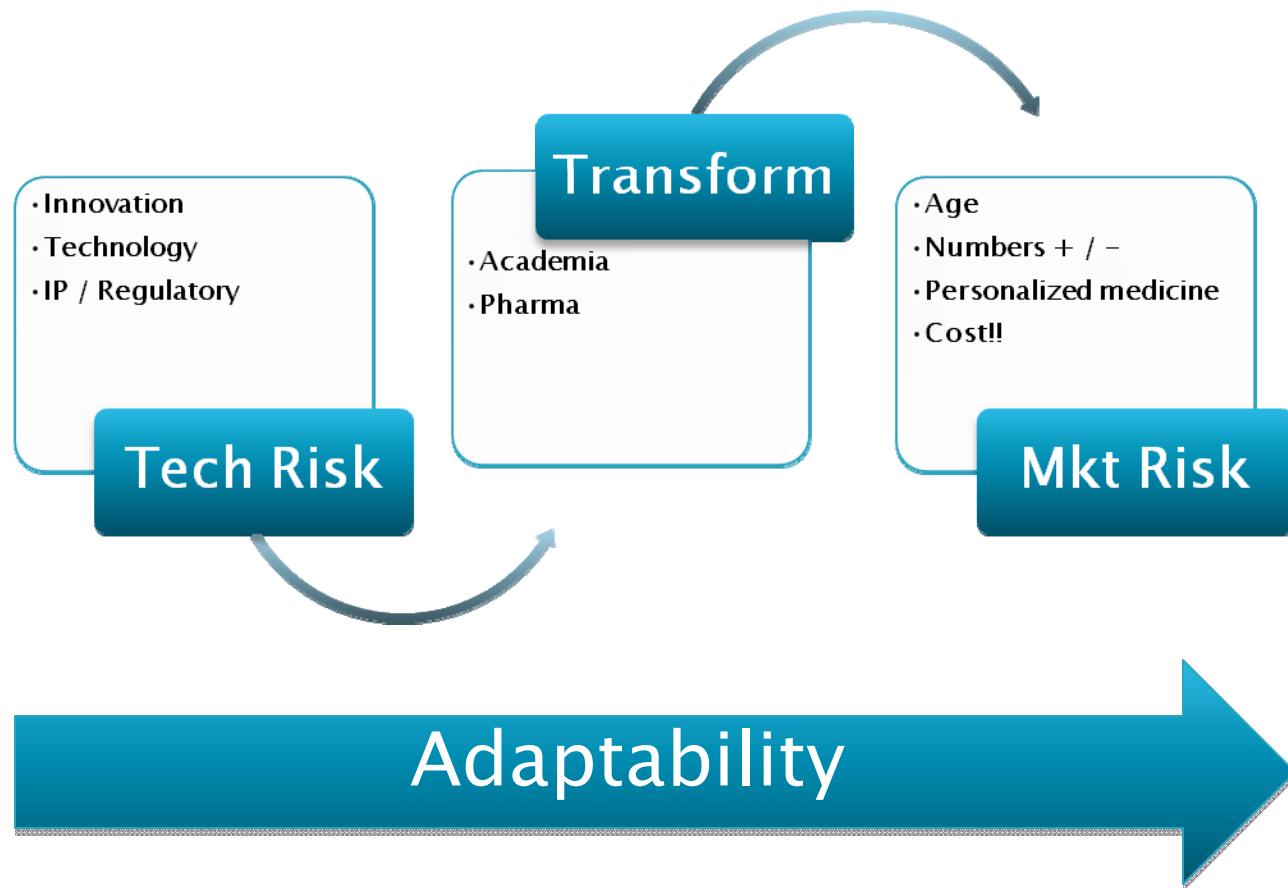
*KGI is setting the standard for team-based, hands-on, real world education at the intersection of science and business.*

# The Life Sciences Industry



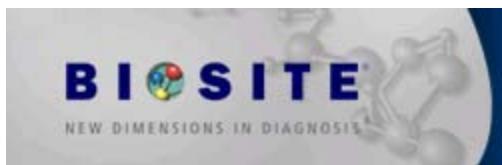
Severe shortage of experienced managers  
who know the science!

# Industry Drivers

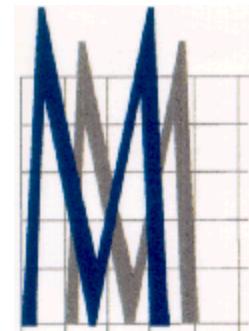


# Success and Failure – New Definitions





**GENOPTIX®**  
MEDICAL LABORATORY



**GeneSys**  
Where truth begins



Tina S. Nova

**NANOGEN®**

**Vical**



**biogen idec**



**Jefferson** Kimmel Cancer Center  
NCI-designated

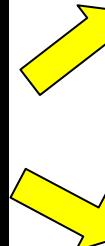
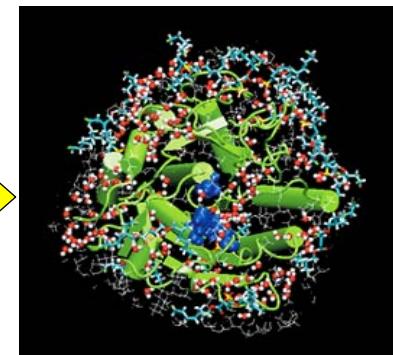
**GenQuest**  
BioScience, Inc.

**GEN-PROBE**

**DIGIRAD**

**FORWARD VENTURES**  
Investing in Pharmaceutical Products and Medical Devices

# Dominant Factors in Applied Life Sciences Industries



- {Discovery – 8% of cost}
- Production
- Clin/Regulatory Affairs
- Intellectual Property
- Marketing



# Industry Careers for PhDs who know management:

Project Management

Clinical Development

New Product Development

Regulatory Affairs

Quality

Bioprocessing  
&  
Operations

Life Science  
Information  
Management

Business &  
Corporate  
Development

Strategic  
Marketing

Corporate  
Communications

Management  
Consulting



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What employers want:

**Broad Scientific Knowledge**

**Quantitative reasoning**

**Ethical judgment**   **Intercultural skills**

**Social responsibility**   **Self-knowledge**

**Self-direction**

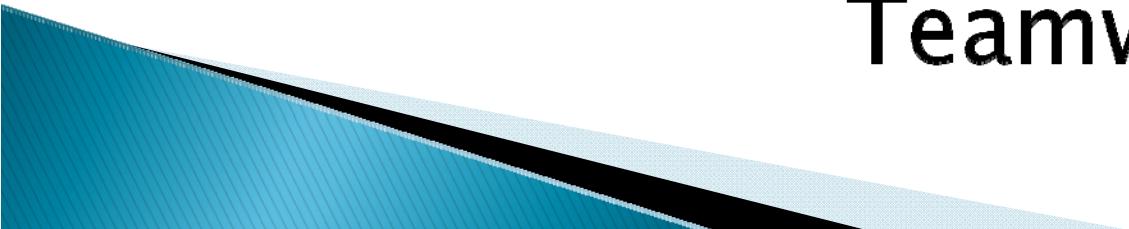
**Global knowledge**   **Writing**

**Critical thinking**

**Adaptability**

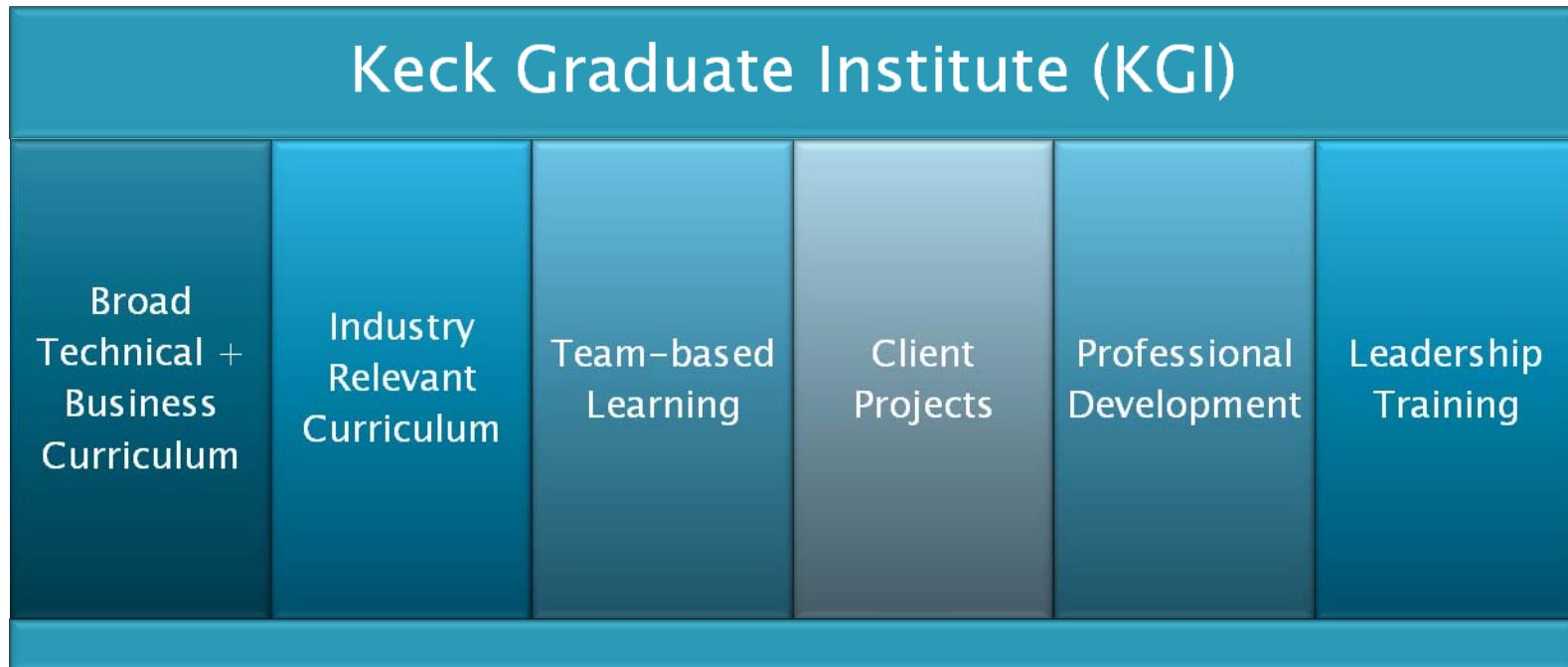
**Oral communication**

**Teamwork**



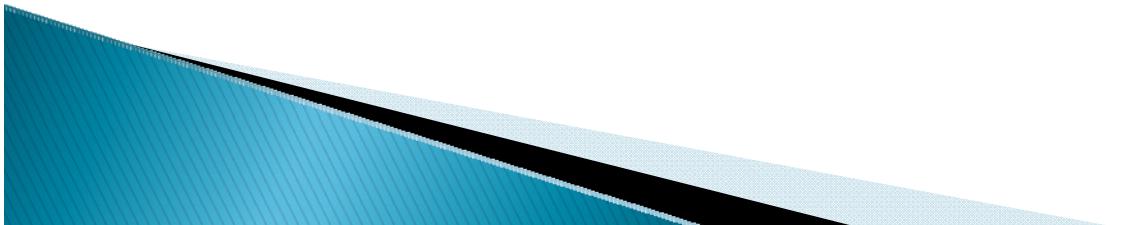
# What is a Professional Program?

## The Professional Science Masters (PSM)



# Postdoctoral Professional Masters of Bioscience Management

- ▶ 89,000 postdocs in US (est)
- ▶ Academic job market worst in three decades
- ▶ 50% pursue careers in industry
- ▶ Almost none have ANY business training



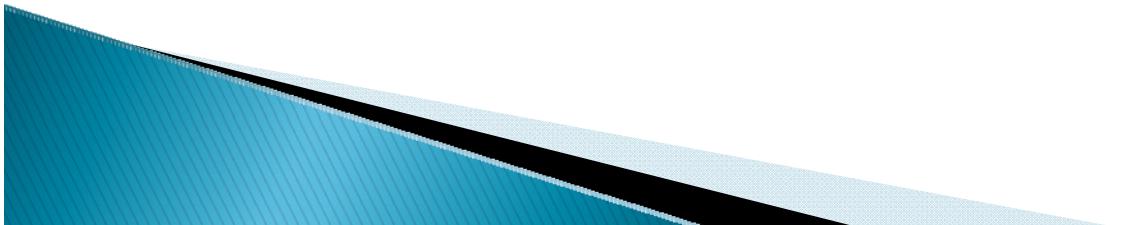
# KGI: NEW DEGREE PROGRAM

- ▶ Postdoctoral Professional Masters in Bioscience Management (PPM)
- ▶ Business/management/industry-specific focus
- ▶ 9-month or 12-month options (w/paid internship)
- ▶ TMP opportunities for tuition fellowships
- ▶ Extensive co-curricular activities



# Sample courses

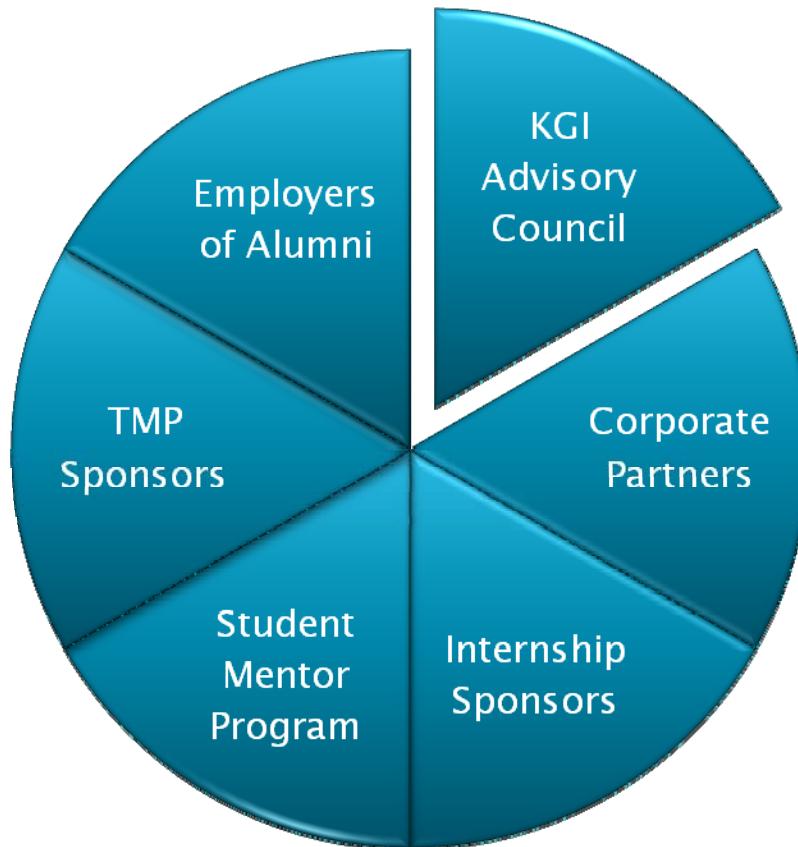
- Marketing Strategy and Assessment in the Life Sciences
- Accounting
- Corporate Finance
- Organizational Behavior
- Device & Biologics Regulatory Affairs
- Clinical Trials Design, Conduct & Strategy
- Bioscience Strategy
- Intellectual Property and Licensing
- Small Molecule Regulatory Affairs
- Bioscience Entrepreneurships



# Design team

- ▶ **Dennis Fenton, Chair**
  - EVP, Amgen (ret)
- ▶ **Bonnie Anderson**
  - CEO, Veracyte Inc.
- ▶ **Judy Heyboer**
  - Sr. VP, Genentech (ret)
- ▶ **Robert Curry**
  - CEO Sensys Med, Managing Partner ATV
- ▶ **Sean Gallagher**
  - VP and CSO, UV Products Inc.
- ▶ **John Baldeschwieler**
  - Professor, Caltech (ret), founder of Gilead Sciences
- ▶ **Ken Pickar**
  - Visiting Professor, Caltech, VP Research GE (ret)
- ▶ **Peter Barton Hutt**  
Covington & Burling, former General Council FDA

# Networking and Industry Affiliations





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# Questions?

[www.kgi.edu](http://www.kgi.edu)

