

# Department of Bioengineering

**Biomed 299 Seminar Series: *From Bench to Bedside – “How to Develop and Commercialize New Products”***

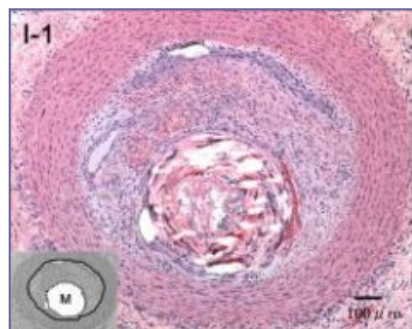
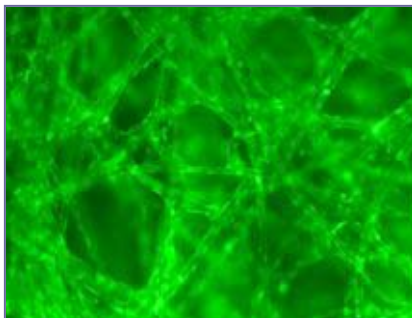
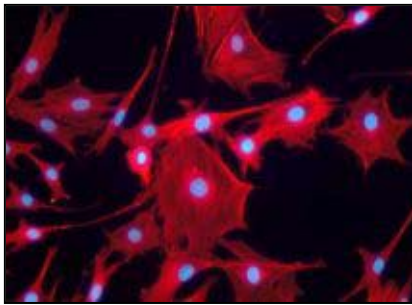
**Wednesdays, 4:00 – 5:50pm, 8500 Boelter Hall, Spring Quarter 2007**

---

**Instructor: Bill Tawil**  
btawil@seas.ucla.edu

**Course ID: 532-594-200**  
**Units: 2**

**NOTE:** You do not need to enroll in this course to attend the seminars. Anyone interested in the topics are welcome to attend.



**April 4, 2007**

## **Biopharma – General Introduction**

**Larry Guiheen**, President  
*BioPharmaceuticals, Baxter BioScience*

**April 11, 2007**

## **Preclinical Studies: Making an Idea a Feasible Product**

**Bill Tawil**, Director, *Global Strategy, Scientific Initiatives, Baxter BioScience*

**April 18, 2007**

## **Clinical Studies**

**John Montgomery**, Director  
*Global Clinical, Baxter BioScience*

**April 25, 2007**

## **Project Management**

**Thomas Schulze**, Director, *Global Project Management, Baxter BioScience*

**May 2, 2007**

## **Sales & Marketing**

**John Park**, Senior Director, *Global Marketing*  
**Rich Kendall**, Director, *Cardiovascular Sales*  
*Baxter BioScience*

**May 9, 2007**

## **Process Development & Manufacturing**

**Paulien Groll**, Manager, *Manufacturing*  
**David Dube**, Manager, *Manufacturing*  
*Baxter BioScience*

**May 16, 2007**

## **Marketing Planning and Research**

**Michael Baldrige**, Director, *Market Research*  
*Baxter BioScience*

**May 23, 2007**

## **Better Decisions: Better Therapies**

**Phil Beccue**, Director, *Strategy & Portfolio Management, Baxter BioScience*

**May 30, 2007**

## **Licensing & Acquisitions: The Life Blood of Life Sciences**

**Tom Bliss**, Executive Director, *Licensing, Amgen*

**June 6, 2007**

## **Organizational Behavior**

**Toni Wayne**, Vice President, *Human Resources*  
*Prometheus Laboratories*