

P A S A D E N A



BIOSCIENCE COLLABORATIVE
Seminar Series - Winter 2011

Market Analysis for Life Science Start-Ups: Part-One *Presented by Carolyn Siegal*

December 7, 2011 from 11:00 AM to 1:00 PM

The Seminar:

Created from 25 + years of new product marketing and business development accomplishments, "*Market Analysis for Life Science Start-Ups*" is the first in a series of three seminars that will give you insight into the often challenging world of transitioning scientific discoveries to a commercial opportunity.

What to bring...

Beverages and dessert will be provided, bring lunch, pen & paper and lots of questions!

About Our Presenter

Carolyn Siegal has extensive business development and commercial experience in the pharmaceutical industry. A sampling of her past accomplishments include:

- Over \$15 million in start-up capital raised to date
- Analyzed dozens of licensing opportunities
- Created early marketing programs and strategies for multiple products including the blockbusters *Zithromax* and *Norvasc*.

