

Medical Development Group 2009/2010 Program Calendar



■ Forum Panels (Foley Hoag Emerging Enterprise Center, Waltham)

2009	Sep 16	Startup Funding in Hard Times*
	Oct 7	Merging Mindsets: Device-Biotech Combination Products
	Nov 4	Healthcare Reform and its Effect on Medical Technology Usage
	Dec 9	Acquisitions: The Acquirer's Perspective
2010	Jan 6	Women's Health: New Markets, Expanding Opportunities
	Feb 3	The Interoperability Challenge: Getting Devices to Talk to Each Other
	Mar 3	Neonates to Nonagenarians: Critical Unmet Needs of Special Patients
	Apr 7	Biomaterials, Polymers and Engineered Surfaces: What's New for Medical Devices
	May 5	The Future for Home Use Devices
	Jun 2	Nanotechnology and the Future of Medical Devices

*Special SuperNetworking Event

■ Networking Meetings (Rebecca's Cafe, 275 Grove Street, Newton)

2009	Oct 21	Post-approval Studies: Maximizing the Value of Clinical Experience
	Nov 18	Pre-clinical Device Qualification: Keeping the FDA Happy
2010	Jan 20	Cost-effective Market Research for Startups
	Feb 17	Customer Service for Startups and Beyond: How to Do It Right
	Mar 17	Unlocking the Value in Dormant IP
	Apr 21	The Power of Trade Secrets: When Not to Patent Your Invention
	May 19	Product Liability for Device Manufacturers: Limiting Your Exposure
	Jun 16	The Evolution of Angel Financing: Changing Perspectives, Goals and Requirements
	Jul 21	GNP: Good Networking Practices
	Aug 18	Transitioning into the Medical Device Industry

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If you are interested in sponsorship opportunities,  
please contact David Kaufman at [dkaufman@meddevgroup.org](mailto:dkaufman@meddevgroup.org) or 617-345-6789.  
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■ Upcoming Events

Jan. 6 Forum: Women's Health: New Markets, Expanding Opportunities

From the latest methods of detecting and treating breast cancer to improving the lives of women experiencing incontinence, our panel will discuss new devices serving unmet clinical needs in mammography, MRI and ultrasound.

Jan. 20 Networking: Cost-effective Market Research for Startups

A proven product design based on robust market research can help entrepreneurs attract investors and position their companies for acquisition. Maria Shepherd, founder of Data Decision Group, will discuss how to get credible market research without paying a fortune for it.

Please pre-register for MDG events.
For more information, visit www.MedDevGroup.org.

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December 2009 SuperNetworking

Acquisitions: The Acquirer's Perspective

December 9, 2009
Emerging Enterprise Center at Foley Hoag

■ Program Description

With the IPO market moribund, and the venture capital sector searching for a new investment model in an environment characterized by risk aversion and a shrunken pool of limited partner funding sources, exit by acquisition is emerging as the most important route to financial return for entrepreneurs and investors. A robust understanding of the wants and needs of potential acquirers is therefore essential to the development of a successful medical device startup business strategy and plan.

Join a panel of business development executives from major device companies, moderated by one of the region's leading life sciences entrepreneurs and venture capital veterans, for an enlightening discussion of how their companies approach acquisition targeting, evaluation and strategy.

■ Moderator

John L. Brooks III, Managing Director, Healthcare Capital Consulting, Medfield, MA

■ Panelists

Dennis Crowley, Vice President for Business Development, Covidien, Mansfield, MA
Mike Landsittel, Director of Business Development, Genzyme Biosurgery, Cambridge, MA

■ December Event Champion

Edward E. Berger, Principal, Larchmont Strategic Advisors, Chestnut Hill, MA

■ Agenda

5:30	Registration, informal networking, buffet dinner
6:30	MDG announcements
6:40	Opening comments by moderator and introduction of speakers
6:50	Speaker presentations
7:30	Q&A
8:00	Continued networking and dessert

■ MDG Mission

MDG's Mission is to contribute to the continuing development of medical devices and other medical technologies by enhancing the professional development of its members, fostering and supporting entrepreneurial thinking, serving as a forum for exploration of new business opportunities and promoting best practices in enterprise management.

■ Biographies



John Brooks

John Brooks **consults with life science companies that are seeking strategic advice as well as access to capital to initiate**, develop and grow their businesses. Mr. Brooks is a founding partner of PrismVentureworks, a venture capital firm with offices in Needham and Venice, Calif. Through its history, Prism has raised over \$1.25 billion. He has co-founded three paradigm shifting life sciences companies, Songbird Hearing, Locus Pharmaceuticals and Insulet (PODD), is the CEO of Reflectance Medical, and sits on the boards of OptiScan Biomedical, Noxilizer, HemoShear, and Carmell Therapeutics. Before moving into venture capital, Mr. Brooks was a general manager at Pfizer/Valleylab in Boulder, Colo., where he developed and executed a minimally invasive surgery and emerging businesses strategy. Prior to that, at Pfizer/Strato Medical, he led the growth of a rapidly evolving vascular access medical device business. Mr. Brooks brings a wealth of strategic, clinical, operational and financial experience to his current and prospective client companies. He holds an M.S. in business and a B.B.A. from the University of Massachusetts at Amherst. He is a certified public accountant and a certified financial planner.



Dennis Crowley

Dennis Crowley **is vice president of corporate development and licensing at Covidien**, a \$10 billion publicly traded medical device company based in Massachusetts. Covidien was previously known as Tyco Healthcare before separating from Tyco International in June 2007. Mr. Crowley has been with Covidien for four years after working for Tyco International for 12 years in various roles within business development and operations. He began his career at Tyco in corporate strategy and business development, working on strategic plans and acquisitions. He then spent five years in Europe as director of M&A for the flow control division. During this tenure, the division grew from \$100 million in revenue to over \$2.5 billion globally. Mr. Crowley returned to Tyco International as senior director of M&A for two years and then spent two years as VP of operational excellence for Tyco Engineered Products and Services. He has led or worked on more than 75 acquisitions and divestitures in all major regions of the world. He is a 1992 graduate of Harvard University with a degree in economics.



Mike Landsittel

Mike Landsittel **has worked in business development for Genzyme's biosurgery business unit since 2002. In his position**, he leads a team responsible for assessing both internal and external business opportunities for the company. He has completed a variety of transactions at Genzyme, including acquisitions, partnerships and out-licenses. He also plays an integral role in helping define Genzyme's strategy for its emerging orthopaedics, rheumatology and general surgery businesses and helps ensure that various functions from research to clinical development are in alignment with the division strategy. Prior to joining Genzyme, Mr. Landsittel worked as a financial analyst for ICOS Corp. and assisted with the company's build-out of a commercial infrastructure. He began his career at Arthur Andersen, where he worked as a manager in the healthcare practice for six years. Mike received his MBA from the Tuck School of Business at Dartmouth and his B.A. in business administration from the University of Michigan

Career Management Workshops

Kick off the New Year with a boost to your career at these dynamic workshops, co-sponsored for the very first time by MDG and the ISPE Boston Area Chapter.

Attendees can select from workshops geared toward:

- Succeeding within your current company
- Conducting a successful job search

Tuesday, January 12 → 5-9 p.m.

Foley Hoag Emerging Enterprise Center
Bay Colony Corporate Center
1000 Winter Street, Suite 4000, North Entrance
Waltham, Mass

Register online:
www.ispeboston.org/events/upcoming.html

■ MDG Officers, 2009-2010

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Treasurer	ChongLim Kim	clkim@meddevgroup.org

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■ MDG Committee Chairs, 2009-2010

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■ MDG Volunteers, 2009-2010

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Sharon Herman, Marketing/PR	Charlie Sweet, Operations
Lee Jones, Marketing and Operations	Jim Vellenga, Operations

MDG runs on volunteers. If you would like to get involved, email the committee chairperson above.

■ MDG Alliance Partners

128 Innovation Capital Group	www.128icg.com
Babson Life Sciences Club	www.babson-biotech.org
Beacon Alliance	www.beaconalliance.org
C-Net Boston (IEEE Consultants Network)	www.boston-consult.com
E-Net Boston (IEEE Entrepreneurs Network)	www.boston-enet.org
M2D2 (Mass. Medical Device Development Center)	www.uml.edu/m2d2/
Medical Product Outsourcing	www.mpo-mag.com
Merrimack Valley Venture Forum	www.mvfvf.org
MIT Enterprise Forum	www.mitforumcambridge.org
North Shore Technology Council	www.nstc.org
The Capital Network	www.tcn.org
WPI Venture Forum	www.wpiventureforum.org