

# MATTSONJACK

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FOR IMMEDIATE RELEASE

**MATTSONJACK TO LEAD WORKSHOP AT PHARMACEUTICAL STRATEGIC OUTLOOK AND BIO-WINDHOVER:  
TWO POINTS OF VIEW: THE LICENSING CANDIDATE VALUE PROPOSITION FROM THE EMERGING COMPANY AND BIG  
PHARMA PERSPECTIVE**

**ST. LOUIS, MISSOURI – April 3, 2009.** The Mattson Jack Group, Inc. ([MattsonJack](#)), a recognized leader in business analytics and strategic decision support for the pharmaceutical and healthcare industries, today announced that Robert Ramsey, Ph.D., Vice President and Chief Scientific Officer, and Kevin Norell, Senior Vice President of Advanced Applications and Market Modeling, will lead a workshop in conjunction with Christopher Oehlmann, Senior Business Analysis Manager at AstraZeneca, at the Pharmaceutical Strategic Outlook and BIO-Windhover. The conference will be held April 13-15, 2009, at the New York Marriott Marquis in New York City.

The workshop, titled “Two Points of View: The Licensing Candidate Value Proposition from the Emerging Company and Big Pharma Perspective,” is scheduled for Monday, April 13, at 2:45 p.m. This session will address how emerging companies assess the commercial potential of their products for presentation to potential partners, along with the perspectives of big pharma companies that are pursuing licensing opportunities.

“For many pharma and biotech companies, licensing and product acquisition activities are more important than ever,” Dr. Ramsey says. “For many emerging companies, financing sources are dwindling. For big pharma, there is an urgency to find viable products to bolster thinning pipelines. We present perspectives from both sides of the deal equation.”

Dr. Ramsey’s career spans over 30 years in academia, product management, marketing, business development, and strategic planning. In 1993, Dr. Ramsey joined MattsonJack, where he has completed numerous projects for major pharmaceutical and biotechnology companies in all therapeutic areas, including cardiovascular, CNS, anti-infective, and oncology.

Mr. Norell provides new product forecasting and investment analysis, development of pro forma financials, and analysis of acquisitions and divestitures. Prior to joining MattsonJack, Mr. Norell was an Operations Manager and Financial Analyst, analyzing financial operations and valuations of acquisition candidates.

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Mr. Oehlmann has 13 years of experience in marketing analytics for the biopharmaceutical industry. In positions at AstraZeneca, Pharmacia (now Pfizer), and Decision Resources, he has worked on projects across various therapeutic areas, including oncology, diabetes, cardiovascular disease, respiratory disease, autoimmune disorders, and psychiatry. His area of expertise is commercial evaluation of new product and lifecycle management opportunities.

For more information on Pharmaceutical Strategic Outlook and BIO-Windhover, please visit

<http://www.windhover.com/windhover/content/conferences/psso.aspx>.

Experts from MattsonJack speak at many conferences in the U.S. and Europe throughout the year. For a full listing, please refer to the company's event calendar online at <http://www.mattsonjack.com/eventcalendar.asp>.

MattsonJack is a significant thought leader and trusted advisor to the pharmaceutical and biotechnology industry. To learn more about MattsonJack in the news, please visit <http://www.mattsonjack.com/mjgnews.asp>.

For more information on MattsonJack service offerings or products, contact Paula Paradise, Director of Marketing, MattsonJack Public Relations, at [paula.paradise@mattsonjack.com](mailto:paula.paradise@mattsonjack.com) or by phone in the U.S. (484.442.1431).

**ABOUT THE MATTSON JACK GROUP, INC. ([www.mattsonjack.com](http://www.mattsonjack.com))**

Formed in 1986, MattsonJack, a Kantar Health company, focuses its client support in three areas of Competency: Business Analytics, Brand Optimization, and Corporate Development services in the pharmaceutical and biotech markets. MattsonJack consultants have expertise in pricing and reimbursement, custom epidemiology, technology assessment, business and strategic plan development, due diligence and licensing support, market modeling and forecasting, and primary market research. MattsonJack's client list ranges from emerging companies to some of the most recognized pharmaceutical and biotech companies in the world, such as Abbott, Amgen, AstraZeneca, Genentech, GlaxoSmithKline, Johnson & Johnson Companies, Merck, Novartis, Pfizer, Roche, Wyeth, and many others.

MattsonJack's knowledgeware and client productivity tools include [Epi Database](#), [Forecast Architect](#), and [KeyMD](#). Additionally, MattsonJack, as one of the largest global oncology consulting firms, supports its clients' cancer interests through its MattsonJack DaVinci multiclient offerings, including [Oncology Marketing Strategies U.S.](#), [Oncology Market Access Europe](#), [CancerMPact](#), [CancerNFluence](#), and [Supportive Care Perspectives](#).

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**ABOUT KANTAR GROUP ([www.kantargroup.com](http://www.kantargroup.com))**

The Kantar Group is one of the world's largest research, insight, and consultancy networks. By uniting the diverse talents of more than 20 specialist companies – including the recently acquired TNS – the group aims to become the preeminent provider of compelling and actionable insights for the global business community. Its 26,500 employees work across 80 countries and across the whole spectrum of research and consultancy disciplines, enabling the group to offer clients business insights at each and every point of the consumer cycle. The group's services are employed by over half of the Fortune Top 500 companies. The Kantar Group is a wholly owned subsidiary of WPP plc.

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