



IIE West Coast Center Fall Newsletter 2007

A Reminder: Thursday, October 18, 2007, IIE West Coast gala/dinner honoring Dr. John Martin, CEO and President of Gilead.
Please, join us.

IIE interview with Jeff Bird

Jeff Bird, Managing Director of Sutter Hill Ventures, is an expert in healthcare, including biotechnology and medical devices. For this newsletter and in anticipation of the October 18, 2007 IIE gala/dinner in honor of John Martin, CEO and President of Gilead, Jeff has shared his insights with Grazia Bennett, IIE Development Director, about developments in the biotech industry and the role of venture capitalists. Before joining Sutter Hill, Jeff worked at Gilead in several capacities and was instrumental in assisting Gilead to forge alliances with major pharmaceutical companies and in targeting the right acquisitions.

IIE: Leading biotechnology companies such as Gilead and Genentech were venture capital-backed companies start-ups in their day. In the present time, is the cycle from start-up to liquidity too long for venture capitalists to be seed investors in biotech companies? Definitely not! Great founders and promising therapeutic approaches are still attracting investment. It is true that broad "platform" concepts or technical approaches are being reviewed with more careful attention to how risky, how long and how expensive the drug development process is, but the healthcare industry continues to need new solutions. Major pharmaceutical companies need to partner with biotechnology companies that offer new products with real

innovation, not "copy-cat" products, in order to create the next wave of valuable patented products. And a few of those biotechnology companies will be strong enough to grow to be great independent leaders like Gilead and Genentech.

IIE: What, if anything, should bio-technology companies do about getting their successful products into developing countries? Gilead, as an example, has taken seriously the importance of their HIV products to the developing world. Big steps have been taken including providing products at cost and manufacturing locally in places like Africa with the greatest need. Other, earlier examples include the development of "orphan" uses of drugs, such as Merck's work to develop ivermectin for river blindness.

IIE: Where do you draw the line between a pharmaceutical company and a biotech company? It's an artificial and blurred line. It used to be that biotech used new biology know-how, such as recombinant proteins, and pharmaceutical companies used traditional chemistry approaches. Now most companies use all approaches. More commonly the older and larger companies are called pharmaceutical companies and the newer, smaller companies are called biotechs.

IIE: As the field of biomedical engineering has developed, it has expanded into a global discipline. The best place to study or conduct research may not be domestic. At this time there are few opportunities for scientists to go abroad and leverage international expertise. How can an organization like IIE, leader in the global exchange of students and scholars, best work with the biotech industry and the VC community to help develop not only superb scientists but also scientists that will serve the profession with a global outlook? Healthcare is an issue everywhere. Biotechnology is a global industry with a strong need for the world's sharpest technical minds. Investors in start-ups are working actively in burgeoning new economies such as China and India in order to have access to those scientists throughout the world that can make a difference. By identifying and supporting the advancement of these talented leaders the Institute of International Education is supporting our success.

Susan G. Komen Program

With more than 1 million women worldwide receiving a breast cancer diagnosis each year, it has never been more critical to increase advocacy for and education about this life-threatening disease. In 2007, IIE West Coast Center launched the *Susan G. Komen for the Cure Global Initiative for Breast Cancer Awareness*, working with local partners in Ghana, India, Romania, Ukraine, Brazil, Costa Rica, Mexico, Jordan, Saudi Arabia and United Arab Emirates to create sustainable breast cancer outreach and education programs.

The primary goal of the initiative is to create a dynamic global network of dedicated activists with the skills, knowledge and vision to play a strategic role in shaping their country's response to the breast cancer crisis. Komen for the Cure, in collaboration with Boston Consulting Group and IIE, has developed five in-depth training modules, which capture the methodology and best practices that led the organization to becoming the world's largest and most successful breast cancer advocacy group. The modules will be translated into five languages, and customized to meet local needs.

"Public education and awareness initiatives lead to earlier breast cancer detection, when the disease is most treatable," said Ambassador Nancy G. Brinker, founder of Susan G. Komen for the Cure. "Our experience over the past 25 years funding education, screening, treatment and advocacy grants in more than 50 countries has demonstrated the positive impact grassroots outreach has on saving women's lives. Now is the time to move beyond grants and help create infrastructures around the world that can further the global breast cancer movement and save more lives."

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