

School of Management and Marketing
Seminar Notice

TITLE : **New (AD) Ventures in Bioentrepreneurship: Australasian Industry in Global Context**

SPEAKER : **Professor Mark Ahn**
Professor and Chair, Science & Technology Entrepreneurship
Faculty of Commerce & Administration and Science
Victoria University of Wellington, New Zealand

BIOGRAPHY

Mark Ahn, Ph.D. is Professor and Chair, Science & Technology Entrepreneurship with a joint appointment from the faculties of Commerce & Administration and Science, Victoria University of Wellington. The Chair is a joint venture between Victoria University and Industrial Research Limited (IRL), and has been initially funded by the Tertiary Education Commission; as has received support from the Wellington Regional Chamber of Commerce. The role of the Chair is to focus efforts for research to build understanding of scientific entrepreneurship in international and national settings, and the processes required to enable successful commercialisation of science and technology-based innovations in the New Zealand context, with specific emphasis in the broader Wellington region. Dr. Ahn's teaching and research interests include technology-based entrepreneurship, management and innovation in biotechnology and life science industries, strategy-based transformation, leadership and organisational learning, and social responsibility and venture philanthropy. Prior to Victoria, Dr. Ahn was founder, President, and Chief Executive Officer of Hana Biosciences, Inc., a biopharmaceutical company that acquires, develops, and commercialises innovative products to advance cancer care that he led from private to NASDAQ listed company. Prior to Hana, he served as Vice President, Hematology and corporate officer at Genentech, Inc. where he was responsible for commercial and clinical development of the Hematology franchise that surpassed \$1 billion in revenues and achieved the #1 oncology therapeutic position in the US. Dr. Ahn also held a series of positions of increasing responsibility at Amgen and Bristol-Myers Squibb Company in strategy, general management, sales and marketing, business development, and finance. He also served as an officer in the U.S. Army. Dr. Ahn also serves on the Board of Directors of Transmolecular, Inc., RXi Pharmaceuticals, and Access Pharmaceuticals. He also serves on the Board of Governors for Chaminade University. Dr. Ahn received a BA and MBA from Chaminade University. He was a graduate fellow in Economics at Essex University, and has a Ph.D. in Business Administration from the University of South Australia. Dr. Ahn is a Henry Crown Fellow at the Aspen Institute.

DAY/DATE : Monday, 3 December 2007

TIME : 12.30-1.30p.m.

VENUE : **40A.681**

ABSTRACT

The global biopharmaceutical industry, with over \$70 billion in revenues and 700 publicly-listed firms posting double-digit growth in North America, Europe and Asia-Pacific in 2006, represents an attractive and promising high-growth industry of the future. Broad scientific advances and commercial successes have captured the attention and aspirations of policy makers, business people, and investors alike in spurring sector growth. An understanding of the fundamental forces that shape the industry, including the challenges faced by entrepreneurs, as well as many promising industry trends, offer several implications for investors and policy makers. This study explores industry dynamics affecting growth patterns, biotech industry cluster evolution in an era of increasing globalization, and enabling factors which support entrepreneurship activity, productivity and sustainability in the Australasian context. Governments and investors seeking to create and enhance biotech entrepreneurship face several enabling trends including increasing numbers of science graduates worldwide, accelerating pace of scientific advancement, dominating

role of globalization enabling greater collaboration, democratizing forces of the internet, and the relentless competitive pressure to innovate. As such, policy agendas should focus on increasing factor conditions to enhance start-up formation, alliances, and skilled employment, rather than attempt to select specific winners and losers among specific sub-sectors or individual firms.

Lunch will be provided.

SMM Research Seminar Series Convenors,

Joshua Chang & Karin Garrety