

INNOVATION SPEAKER SERIES

## Lessons

### *from the* **Leaders**

by JONATHAN D. ROWE PhD, MS, MA

**THE EVENT:** The Center for Innovation, Excellence and Leadership (IXL Center), Boston Innovators and Arthur D. Little are pleased to announce our next speaker, Dr. **Jonathan Rowe**, Chief Operating Officer, Gene Express Inc. Dr. Rowe presentation title is “**Fifth to market, years behind; innovations that enabled Lipitor to capture the market.**” Please join us on **November 25th, 2008 from 6:00 to 7:00 PM** at the 6<sup>th</sup> Floor auditorium at the Hult International Business School, **One Education Street, Cambridge, MA**. There will be an opportunity afterwards to network with other like-minded individuals at Lingo downstairs.

**THE TOPIC:** When established product are already in your market and new products not far behind, it is imperative to establish your niche, and then use that niche as a launching pad for every type of innovative approach to growth. Lipitor was the fifth statin drug to the market and had limited clinical data compared to the established cholesterol lowering drugs. The early innovative approaches that turned a perceived \$300 million net present value product into a \$6 billion product in just a few years will be discussed.

**THE SPEAKER:** Dr. Jonathan Rowe is the Chief Operating Officer of Gene Express Inc and has held numerous integral positions at Pfizer Inc. dating back to 1998. Dr. Rowe has served as Senior Director of Worldwide Pharmaceutical Sciences in Pfizer's Global R&D Group. His previous positions at Pfizer Inc. included Director of Intellectual Property Strategy Management and Clinical Director of the Cardiovascular Risk Factors Group where Dr. Rowe designed, developed and managed phase IIIB and IV clinical studies, and led the strategic medical input into the marketing and commercial development of Lipitor. Prior to joining Pfizer Inc., Dr. Rowe was a scientific advisor for the law firm of Kaye, Scholar where he provided scientific support for IP litigation in the biotechnology and pharmaceutical industry.

Dr. Rowe has a PhD in Biochemistry and an MS in Molecular Biology from the Albert Einstein College of Medicine (AECOM). He also has an MA in reproductive endocrinology from the State University of New York at Binghamton. Dr. Rowe has published a number of articles in peer-

reviewed journals and has served as a consultant on the topics of Innovation and Strategy Implementation.

Mark your calendars and plan to attend and meet a thought leader and practitioner of innovation. Please sign up at [www.ixl-center.com](http://www.ixl-center.com) or RSVP to [milagros.masini@ixl-center.com](mailto:milagros.masini@ixl-center.com).

Don't forget to also sign up at [www.ixl-center.com](http://www.ixl-center.com) for the ***Innovation Strategy course*** on ***Dec 4th and Dec 5th***.



**Arthur D Little**

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#### **About The Center for Innovation, Excellence and Leadership:**



The Center for Innovation, Excellence and Leadership (IXL Center) has the mission (1) to develop and publish deep insights on the topic of innovation breakthroughs and innovation management, (2) to provide training for practitioners and managers to become high performing innovation managers and (3) to build a community of innovation thought leaders and practitioners. The IXL Center is located on the campus of the Hult International Business School in Cambridge, MA. The Center's advisors include leaders of Imaginatik, InnovationTools, the Monitor Group, Arthur D Little and Hult. IXL's adjunct faculty include innovation leaders from companies like Motorola, Osram Sylvania and Natura, design experts from firms like Laga, TRIZ experts from GEN3 and management consultants from Arthur D Little and Monitor. For more information, please contact [milagros.masini@ixl-center.com](mailto:milagros.masini@ixl-center.com) or call +1 617 259 8417.

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#### **About Hult International Business School:**



Hult International Business School, formerly known as the Arthur D. Little School of Management, has a long history of excellence in education. Attracting a truly international student body, Hult offers a global, one-year MBA with a world-class faculty and a unique action-learning curriculum in four world class cities - Boston, Dubai, London and Shanghai. For more information on Hult International Business School, please visit [www.hult.edu](http://www.hult.edu).