



# DANSK BIOTEK

## Biotek Salon #19

22 October 2019 from 14:30-17:30

COBIS, Ole Maaløes Vej 3, 2200 Copenhagen N

### DANSK BIOTEK and LINK Medical Research invite you to a discussion on “How to implement foundations of success in the biotech development from the beginning?”

The Biotech & MedTech industry are increasingly complex from a commercial, regulatory, and clinical perspective. Join us to learn about essential development steps to take and get inspiration about how to integrate these requirements into your lifecycle planning for increased success and sustainable growth.

#### Quotes from previous workshops with Charlotte Piester:

*“I feel the talk was a great starting point for market access plan development and really contributed to our development and our ability to present a mature value offer”, CEO TigerQ*

*“Inspirational, valuable and a good cookbook for our continued work”, CTO GPX Medical*

This inspirational talk will help you become even more successful in your product development planning. Linked to numerous real-life cases on how life science companies successfully developed, it will provide applicable ideas and lessons learned. Additionally, related to the recently published marketing book by Sinua partners, there will be an interactive overview of a new Biotech and MedTech business model that embraces value and evidence-based communication from the start via a clear, straightforward, cost-efficient and structured business model.

The workshop aims to create meaningful dialogue on:

- How to incorporate a commercial mindset into the entire lifecycle and clinical decisions
- Planning of trials with the outcome in mind by making the right decisions upfront
- Importance of easy data retrieval and conversion of data into evidence-based communication
- Communication with multiple parties – saying it in a way they understand!
- The relationship between successful funding and effective marketing

There will be plenty of time for questions and discussions.



#### About the speaker: Charlotte Bruun Piester

Charlotte has over 25 years of experience within the Life Science industry, which includes substantial insights from working within public and private healthcare markets around the globe. She has held executive positions in global companies with responsibilities within S&M, pipeline management, business development, and headed global business units. Through the blend of experiences, she has developed a unique understanding and strong track-record in leading, heading and driving life science businesses and organizations. Her educational background is a combination of clinical and business experience and she holds a Master of Business Administration. Charlotte has been part of the build-up of four companies, her latest is Sinua Partners ApS. In addition, she sits on several boards and acts as chairperson for several life science companies.

### Agenda:

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| 14:30 | Registration and networking                                                                                                                                                                                                                                                                                                                                                                                                          |
| 15:00 | Welcome by DANSK BIOTEK and LINK Medical Research                                                                                                                                                                                                                                                                                                                                                                                    |
| 15:15 | Interactive workshop about “What it takes to be successful in our industry” by Charlotte Piester author and Managing Partner in Sinua Partners.<br><i>“My experience with this talk is that a lot of audience do get a new mindset which offers an even more sharp business case and road to optimised success. A person once said: “I did not know that I needed to know this – but now that I do, I will perform much better”.</i> |
| 17:00 | Networking and refreshments                                                                                                                                                                                                                                                                                                                                                                                                          |

### Register [here](#)

The event is free of charge for members; however, non-members will be charged a fee of 500 DKK