

The Business Development Practice at Campbell Alliance

Today's pharmaceutical licensing environment is extremely competitive. Companies must be able to move quickly to identify, evaluate, and negotiate deals that create shareholder value.

Campbell Alliance's Business Development Practice helps licensing executives achieve an edge over the competition. Our consultants provide experienced counsel to clients who need assistance developing business development strategies, identifying partners, prioritizing targets, evaluating opportunities, and negotiating deals.

Our team members are seasoned professionals in pharmaceutical and biotech business development. As consultants and industry professionals, they've identified, assessed, and executed numerous in-licensing deals, assisted out-licensors, helped clients improve internal processes for pharmaceutical business development, and helped top executives chart new strategies in corporate development.

The following outlines our Business Development practice's service offerings:

Strategy Development

- Develop BD strategies to help companies better achieve their financial and commercial goals
- Conduct needs assessments to understand what capabilities, tools, and methods the BD organization will need to achieve its commercial objectives

Opportunity Identification

- Identify in-licensing opportunities that meet specified strategic criteria
- Conduct in-licensing opportunity screening
- Validate selection of in-licensing candidates

Opportunity Assessment

- Assess the potential commercial value of licensing opportunities
- Apply advanced analytical approaches (e.g., Monte Carlo simulation and real option valuation models) to evaluate the financial viability of licensing opportunities
- Formulate offers and alternatives

Out-Licensing Planning

- Define out-licensing objectives and develop out-licensing strategies
- Identify potential out-licensing partners
- Develop dossiers for products being considered for out-licensing
- Develop or improve BD materials to present the client company as an attractive potential partner

Process Improvement

- Assist in improving the performance of the BD organization
- Define and implement an effective stage-gate process for the BD function, clearly defining activities, roles, milestones, deliverables, decision points, and decision criteria
- Select, develop, and implement technologies to support the BD organization
- Design and implement improved processes for managing the BD activities pipeline
- Establish or improve processes for monitoring and managing deals after agreements are signed

About Campbell Alliance

Campbell Alliance is the leading management consulting firm specializing in the pharmaceutical and biotechnology industries. The firm's clients include most of the world's "top 20" pharmaceutical companies, as well as numerous emerging and midsize firms. Campbell Alliance is organized into practice areas, each specializing in a critical industry function, including Brand Management, Business Development, Clinical Development, Managed Markets, and Sales. From its locations in Raleigh, N.C., Parsippany, N.J., Woodland Hills, Calif., South San Francisco., Chicago, and New York City, the firm serves clients throughout North America, Europe, and Japan.

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