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2016 Speaker Biographies

Kenneth I. Moch, MBA is a managing partner of the Salutramed Group who has broad expertise building, managing, and financing private and public life science companies from start-up through commercialization, and helped build five companies which have pioneered novel technologies. He has served as president and CEO of four life science companies: Chimerix, Inc. (NASDAQ:CMRX), a public antiviral therapeutics company which is developing brincidofovir as the first broad spectrum agent against DNA viruses; BioMedical Enterprises, a manufacturer and marketer of nitinol orthopedic implants; Alteon, Inc., a developer of small molecule therapeutics for cardiovascular aging and diabetic complications; and Biocyte Corporation, where he pioneered the storage and therapeutic use of cord blood stem cells and launched the first cord blood stem cell storage bank. He was also a co-founder and vice president of The Liposome Company, Inc., a pioneer in the use of liposomes for the delivery of anticancer and antifungal drugs.

During the course of his career Moch has also been a managing director of healthcare investment banking at ThinkEquity Partners and a management consultant with McKinsey & Company. Building on his longstanding interest in health policy, he served for over a decade on the board of the Biotechnology Industry Organization (BIO), as secretary of BIO's Emerging Companies Section, and as a member of the BIO's BioEthics Committee. He is a member of the board of North Carolina Bio (NCBio), and is a past chairman of Bio New Jersey (BioNJ), and a past member of the Executive Committee of the New York Biotechnology Association. Moch currently serves as a member of the board of M2Gen - Moffitt Genetics Corporation, the personalized medicine subsidiary of Moffitt Cancer Center. In August 2014, Moch and Arthur Caplan, the head of medical ethics at NYU Medical Center, co-authored an article in *Health Affairs* on the ethical issues surrounding access to experimental medicines, "Rescue Me: The Challenge Of Compassionate Use In The Social Media Era." Moch holds an AB in biochemistry from Princeton University and an MBA from the Stanford University Graduate School of Business.

C. Michael Cassidy is president and CEO of the Georgia Research Alliance (GRA), a non-profit organization that expands research and commercialization capacity in Georgia's universities to launch new companies, create high-value jobs, and transform lives. Key initiatives of the alliance include recruitment of top scientific talent, seeding centers of excellence, and commercialization of university research discoveries. He is a co-founder of the GRA Venture Fund, LLC, a private investment fund created to finance promising companies that emerge through the GRA's commercialization programs. Cassidy serves on the Board of Directors of the State Science and Technology Institute, the Health Care Ethics Consortium, Georgia Advanced Technology Ventures, the Global Center for Medical Innovation, Atlanta Emerging Markets

Inc., the Georgia Chamber of Commerce, the Technology Association of Georgia, and the Board of Governors of the Lake Lanier Sailing Club. Before joining GRA in 1993, Cassidy managed the Advanced Technology Development Center (ATDC), Georgia's technology incubator. Prior to that he worked for the IBM Corporation where he held various staff and management assignments. Cassidy holds a Master's degree in Technology and Science Policy from the Georgia Institute of Technology and a BBA degree in Marketing from Georgia State University.

Jack Tillman, MBA is associate vice president for corporate development at Emory University and its Robert W. Woodruff Health Sciences Center. Tillman has been with Emory for over 10 years and supports its leadership teams across programmatic and corporate domains in corporate development and strategic implementation. His work is focused on creating economic value for Emory by implementing enterprise strategies, integrating research with healthcare, monetizing intellectual capital and know-how, enhancing translational science, and consolidating and optimizing corporate functions. In addition to his regular work with Emory, he holds various leadership positions with cooperative entities including EGL Genetic Diagnostics, LLC, Forge Health, Emory Innovations, Inc., EmTech, Inc., and T3 Labs, Inc. Under his leadership, each of these companies is engaged in non-traditional and non-academic enterprise with missions to support and enhance broader goals of Emory as well as Georgia Tech in the case of EmTech.

Pamela Bhatti, PhD is an associate professor in the School of Electrical and Computer Engineering at the Georgia Institute of Technology (Georgia Tech). She received a BS in engineering science (bioengineering) from the University of California, an MS in electrical engineering from the University of Washington, and a PhD in electrical engineering from the University of Michigan with an emphasis on MEMS. In 2013, she received an MS in clinical and translational research from the Emory School of Medicine.

Her industry experience includes embedded systems software development at Microware Corporation, local operating network applications development at Motorola Semiconductor, and research and fabrication of controlled-release drug delivery systems at Alza Corporation. Bhatti received the NSF CAREER Award in 2011. Committed to translating technology to the clinical setting, she is a KL2 scholar with ACTSI, serves as the ACTSI Research Education, Training, & Career Development Director for Georgia Tech, and holds the rank of adjunct professor of rehabilitative medicine with the Emory University School of Medicine. In 2014 she participated in the NSF I-Corps program focusing on customer discovery and as an outcome co-founded CameRad Technologies with Srini Tridandapani, PhD, MD, from the Emory Department of Radiology and Imaging Sciences. Their product is designed to increase throughput and reduce patient mis-identification errors in imaging studies.

Charles Goetz, MBA is a senior lecturer in organization and management and a distinguished lecturer in entrepreneurship in Emory University's Goizueta Business School. Prior to his foray into academia, he had over fifteen years of experience in developing, implementing, and growing entrepreneurial ventures. Goetz has been responsible for starting and building nine new ventures to date, employing more than 1,000 employees, and delivering returns to investors in many cases far exceeding initial investment expectations. These companies operated in six unique industries: banking, healthcare, radio broadcasting, sports, real estate, and advertising. He has three patents and numerous copyrights. Goetz is still actively involved in investing in new businesses and sits on a number of both private business and not-for-profit boards.

As a lecturer, Goetz teaches BBA, MBA, Executive MBA, and PhD students. Goetz is the author of three books – Th*e Great Entrepreneurial Divide – The Winning Tactics of Successful Entrepreneurs and Why Everyone Else Fails!* 4th Edition and *So You Want to Start a Business? - 8 Steps to Take Before Making the Leap*. His third book is his first novel, a political thriller, titled *Angels of Conspiracy,* and will be released this fall.

In addition, Goetz is responsible for the development of "Marketnomics," a mathematical model based on calculus that quantifies perceived customer value by product features resulting in product offerings with substantially greater value propositions at lower costs and higher demand. He holds a BA in economics and history from Emory and a MBA from the University of Texas at Austin.

James W. Lillard, Jr., PhD, MBA is associate dean for research affairs at Morehouse School of Medicine (MSM). He completed his BS degree in electrical engineering and computer science from the Ohio State University and then worked as a product development engineer for IBM. He received his PhD in microbiology and immunology from the University of Kentucky School of Medicine. Lillard completed his post-doctoral training in mucosal immunology at the University of Alabama at Birmingham. Subsequently, he worked as an assistant and associate professor in the Department of Microbiology, Biochemistry, and Immunology at Morehouse School of Medicine from 1999 to 2006 and completed an Executive MBA focused on biotechnology and healthcare from the Goizueta Business School at Emory University.

Lillard is an immuno-biologist who uses both *in silico* and *in vivo* methods to develop biologics, humanized antibodies, vaccines, and nanoparticles to diagnose, prevent, and/or treat (prostate, breast, and ovarian) cancer and infectious diseases. His research contributions span multiple disciplines including oncology, vaccine development, biodefense, and neuro-inflammation. Lillard's cumulative peer-reviewed funding principally directed over his scientific career exceeds $23M and he has authored over 330 scientific communications, which have been cited over 3,600 times. These communications include: 67 publications, 98 patent applications, 52 invited lectures, and 114 poster presentations. Lillard's work is nationally and internationally recognized as indicated by his service on editorial boards and scientific review for the National Institutes of Health, Department of Defense, and United States Food & Drug Administration advisory panels and study sections.

Lillard rejoined MSM's faculty as professor of microbiology, Biochemistry, and Immunology and associate dean for research in 2009. In July 2011, he established the Office of Translational

Technologies, where he serves as its director. He also serves as the director of the MSM Cancer Research Program and director of the Georgia Research Alliance Ventures Program.

Nicole N. Morris, JD is a member of the faculty at Emory University School of Law. She is a professor in practice and director of the TI:GER program. TI:GER (Technological Innovation: Generating Economic Results) is an innovative partnership between Emory and Georgia Institute of Technology (Georgia Tech) that brings together graduate students in law, business, science, and engineering to work on ways to take innovative ideas from the lab to the marketplace. As a professor in practice, her areas of expertise include patent law, patent litigation, patent prosecution, IP licensing, and strategy.

Prior to joining the Emory faculty, Morris was former managing patent counsel at The Coca-Cola Company. While at The Coca-Cola Company, Morris was responsible for the development and implementation of the company's global patent strategy and provided day-to-day advice and counseling to business stakeholders, including freedom-to-operate and competitive assessments and counseling concerning IP related agreements.

Morris has over ten years of experience practicing patent law in large and mid-sized law firms and has represented clients in patent and trademark litigation matters, as well as patent prosecution matters. She also worked as an engineer for six years with 3M and Eli Lilly and has over 20 years of experience working with consumer products and technology commercialization. She is also a member of the American Intellectual Property Law Association, Atlanta IP Inn of Court, Atlanta Bar Association, National Bar Association IP Section (board member), Georgia Lawyers for the Arts (board member) and serves as treasurer of the Minority In-House Counsel Association. In 2013, she was awarded the Rising Star Corporate Counsel Award from the Atlanta Business Chronicle and featured in the August 2013 issue of *Corporate Counsel* magazine.

Morris received her BS in chemical engineering from Northwestern, her MS in chemistry from University of Michigan, and her law degree from the University of Minnesota. She is licensed to practice before the U.S. Patent and Trademark Office and is admitted to practice in the states of Georgia, Minnesota, Massachusetts, and in the District of Columbia.

Robert H. Pinckney, IV, MBA is director of the Entrepreneurship Program and lecturer at the University of Georgia's Terry College of Business. Following graduation from the University of Georgia with a business degree in economics, Pinckney attended the Harvard Business School earning his MBA. After Harvard, he returned to Georgia as director of development with Portman Properties in Atlanta and San Francisco. Pinckney went on to a career with Probursa Investment Bank in New York and Mexico City as the president and CEO of their international broker-dealer. Pinckney eventually left Probursa to create and build several global high-technology telecommunications companies with a client base spanning Asia, Latin America, and the U.S.

With his passion for creating global companies and recognizing the potential for impacting the lives of many with EvoShield's unique protective apparel, Pinckney led a group of investors in 2010 in providing EvoShield with growth capital and became the CEO. EvoShield under Pinckney's leadership was

recognized as one of the fastest growing companies in America being named to the #1 spot on the Bulldog 100 list of fastest growing companies.

In 2014, after taking the company from a small base to tens of millions in revenue, Pinckney left EvoShield and returned to his alma mater to build a new Entrepreneurship Program serving the entire university community.

Tiffany Wilson, MBA is the executive director at the Global Center for Medical Innovation (GCMI) and has spent over a decade bringing innovative medical technology from benchtop to bedside. She leads GCMI, a non-profit organization that represents the Southeast's first medical device innovation center. At GCMI, Wilson works with universities, clinicians, industry, investors, and startups focused on innovation, patient care, and economic growth.

Wilson joined GCMI from Scientific Intake, where she was vice president of business development and strategy. Prior to that, she launched ACell as vice president of corporate strategy and finance, leading a broad range of initiatives, including market analysis, regulatory, reimbursement, and the scientific advisory board. A former consultant and investment banker, she brings considerable experience in strategic planning, business development, operations, and financial analysis.

Wilson serves as past-president of the board of the Southeast Medical Device Association (SEMDA) and is the chair of the T3 Labs Advisory Board. She is a member of the National Advisory Council on Innovation and Entrepreneurship (NACIE) at the U.S. Department of Commerce. She led the Sponsorship Committee of the 2013 SEMDA Conference and has served as the co-chair of the Medical Device Subcommittee of the Metro Atlanta Chamber Bioscience Leadership Council. In 2015, she received the prestigious Georgia Bio Community Award.

Wilson earned her BBA in international business from Loyola University and an MBA from the Georgetown University McDonough School of Business.

Rachael Hagan serves as program director for the Coulter Translational Partnership Program at the Wallace H. Coulter Department of Biomedical Engineering at Emory University and Georgia Institute of Technology. Prior to this role, she was the program director for the Coulter Translational Partnership Program at the University of Washington's Department of Bioengineering where she evolved the program into a rich resource for taking translational projects to clinical adoption.

Hagan has served as a lecturer at the University of Washington's School of Pharmacy Master program for medical regulatory affairs and a pitch coach and business development advisor in the Pacific Northwest and in the Southeast. With her comprehensive understanding of what inspires venture capitalists and angel investors, she helps startup biotech company leaders develop strong and concise messaging about their value and their prospects. She holds a Master of Science in Medical Regulatory Affairs from the University of Washington, School of Pharmacy.

Howard D. Palefsky, MBA is the director and investor of Victoria Capital Management. He has extensive experience as an entrepreneur, CEO, board chair, director and investor in the life sciences, medical device, healthcare and health and wellness industries. Businesses in which Palefsky played a significant role have achieved in excess of $3 billion of value creation; more than 40 product launches; 20 company formations, and numerous financings, IPOs, and M&A transactions.

He has deep experience in general management, marketing, finance, manufacturing, R&D, regulatory and quality affairs, reimbursement and healthcare policy; and he has managed operations and investments in the U.S., Europe, Japan, Australia, and emerging markets. Palefsky has extensive experience in managing the intersection of the consumer and healthcare provider to produce useful products and services and valuable companies.

Palefsky is an independent investor in, and a director and advisor to healthcare companies. He was a managing director and venture partner at Montreux Equity Partners, as well as chairman and CEO of portfolio company, NeurogesX. He was also a director and executive chairman of a number of public and private companies including chairman, president, CEO, and director of Collagen Corporation, a pioneer in the aesthetic medicine field.

Palefsky received his MBA from the Stanford University Graduate School of Business and his BS (mathematics) from the City College of the City University of New York. He also served as an officer in the U.S. Public Health Service.

Rifat Pamukcu, MD is chairman, president, and CEO of Midway Pharmaceuticals, Inc. Pamukcu was a founder, director, and CSO of Cell Pathways, Inc. (CPI), an emerging pharmaceutical company acquired by OSI Pharmaceuticals. He directed the basic science, preclinical drug development, clinical research, regulatory programs, and various aspects of chemical scale-up and manufacturing over the course of decade. He was also instrumental in obtaining over $140 million of capital and in the transformation of CPI to a public company. Pamukcu is managing partner of RxMP Therapeutics LLC, a board member and partner of Atrin Pharmaceuticals LLC, and Scientific Advisory Board member of Thetis Pharmaceuticals, LLC.

He is an advisor to the Wallace H. Coulter Foundation and the Georgia Tech-Emory Coulter Translational Research Partnership, the co-chair of the Oversight Committee of the Coulter Translational Partner Grant Program at Drexel University, and a member of the Advisory Board to the Department of Biomedical Engineering of Clemson University. He received his BA in biology from The Johns Hopkins University and his MD from the University of Wisconsin School of Medicine. Pamukcu authored over 110 journal articles, book chapters, and abstracts and is an inventor on over 150 issued patents in the areas of drug discovery and development for cancer prevention, cancer treatment, and inflammatory bowel disease, with additional recent patents pending.