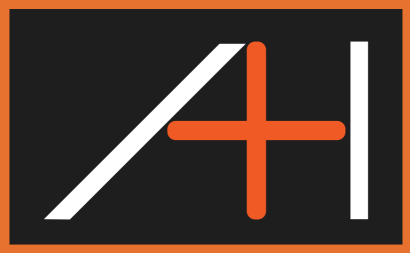
omics•I_2C intro



ALAN HAUSER

Commercializing Innovative Genomic Tools - My Story

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omics·I_2C trek

Outline

I. INNOVATION TO COMMERCIALIZATION

II. EMPLOYMENT

III. OPERATING SYSTEM

IV. LEADERSHIP

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omics•I2C^ trek

^Innovation to Commercialization

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...but not without its ***I₂C^*** *challenges*

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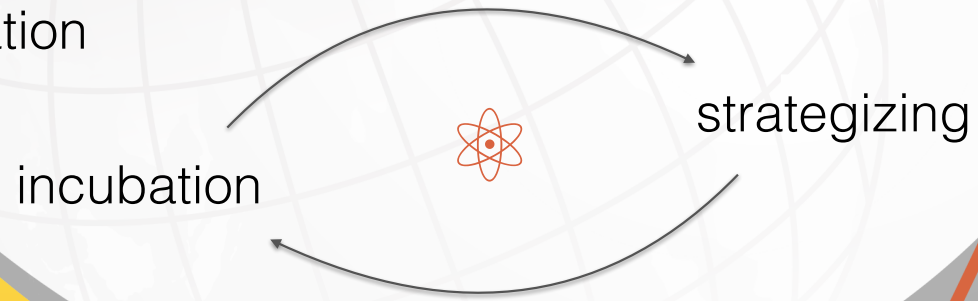
The heroic I_2C journey



Stanford biz school professor

Michael Ray's "**Everyday Hero**" & "**Creativity in Business**"

finding the creative core to resolve I_2C *challenges*

… & this transformational path also parallels Joseph Campbell's mythical process in "**The Hero with a Thousand Faces**."

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WHY

- *for Patients*

WHO

- *Bio•Com Developer*

WHAT

- *Bio•$I_2C^$*

^Innovation to Commercialization

HOW

- *Leadership*

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WHO

- *Bio•Com Developer*

WHY

- *for Patients*

WHAT

- *Bio•I₂C^*

^Innovation to Commercialization

HOW

- *Leadership*

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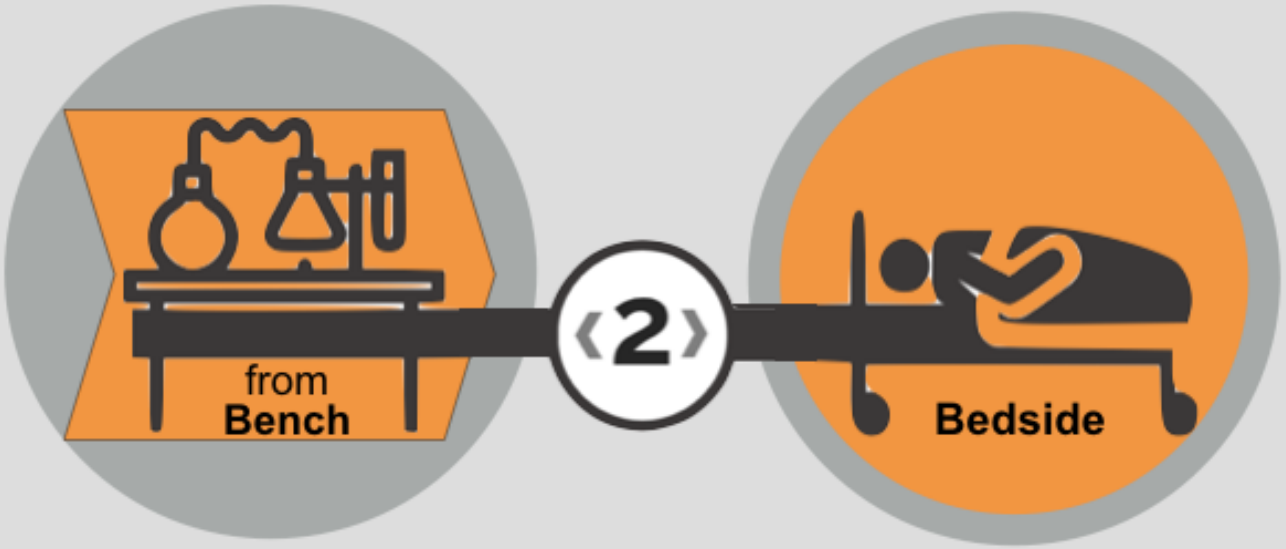
Bio·I_2C

WHY

getting the patient the right drug at the right dose at the right time



based on the patient's unique genetic makeup

Precision Care for Patients

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WHY

- *for Patients*

WHO

- *Bio•Com Developer*

WHAT

- *Bio•I_2C^*

^*Innovation to Commercialization*

HOW

- *Leadership*

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Bio•Com Developer

WHO

Product
Planning

Prospecting
& Appraising

Promoting
& Partnering

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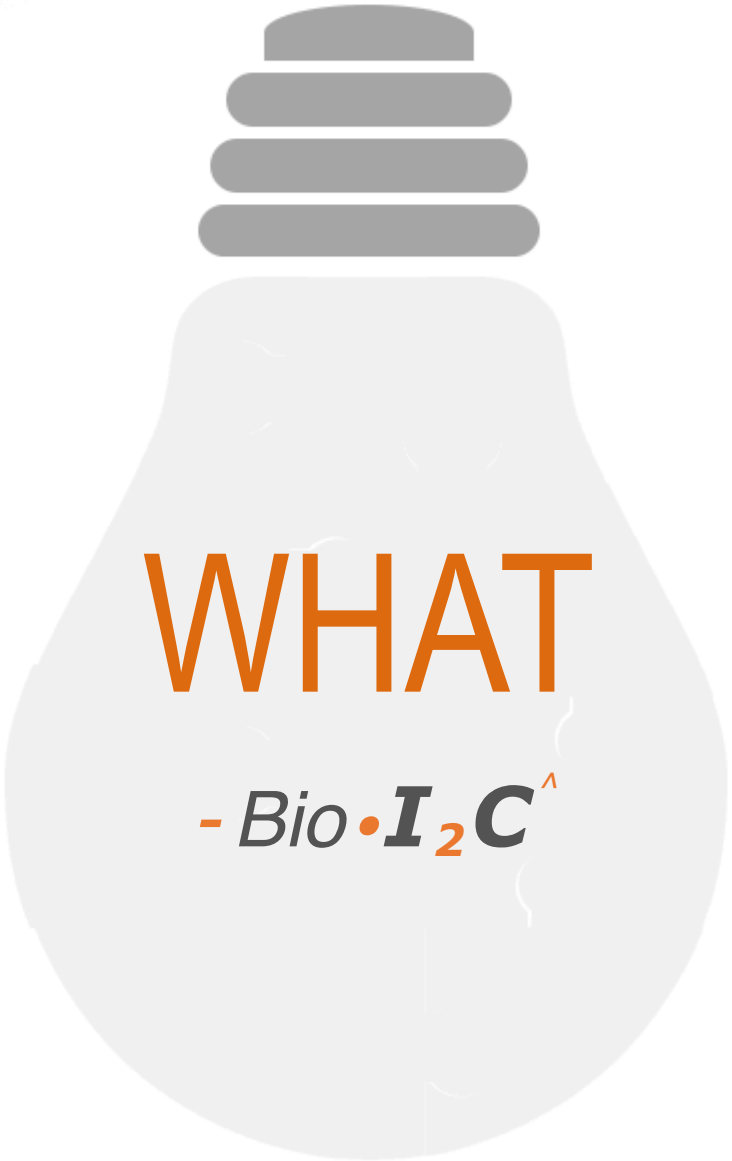
WHY

- for Patients



WHO

- Bio•Com Developer

WHAT

- Bio•$I_2C^{\wedge}$

HOW

- Leadership

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Bio•Biz Developer

WHAT

Bridging the ***I₂C*** divide from bench to bedside …

Academic research

… by driving strategic multi•omics

product planning + collaborative alliances

*for the **patient***

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Bio·I_2C Partnering

OMICS:

Innovation to

Commercialization

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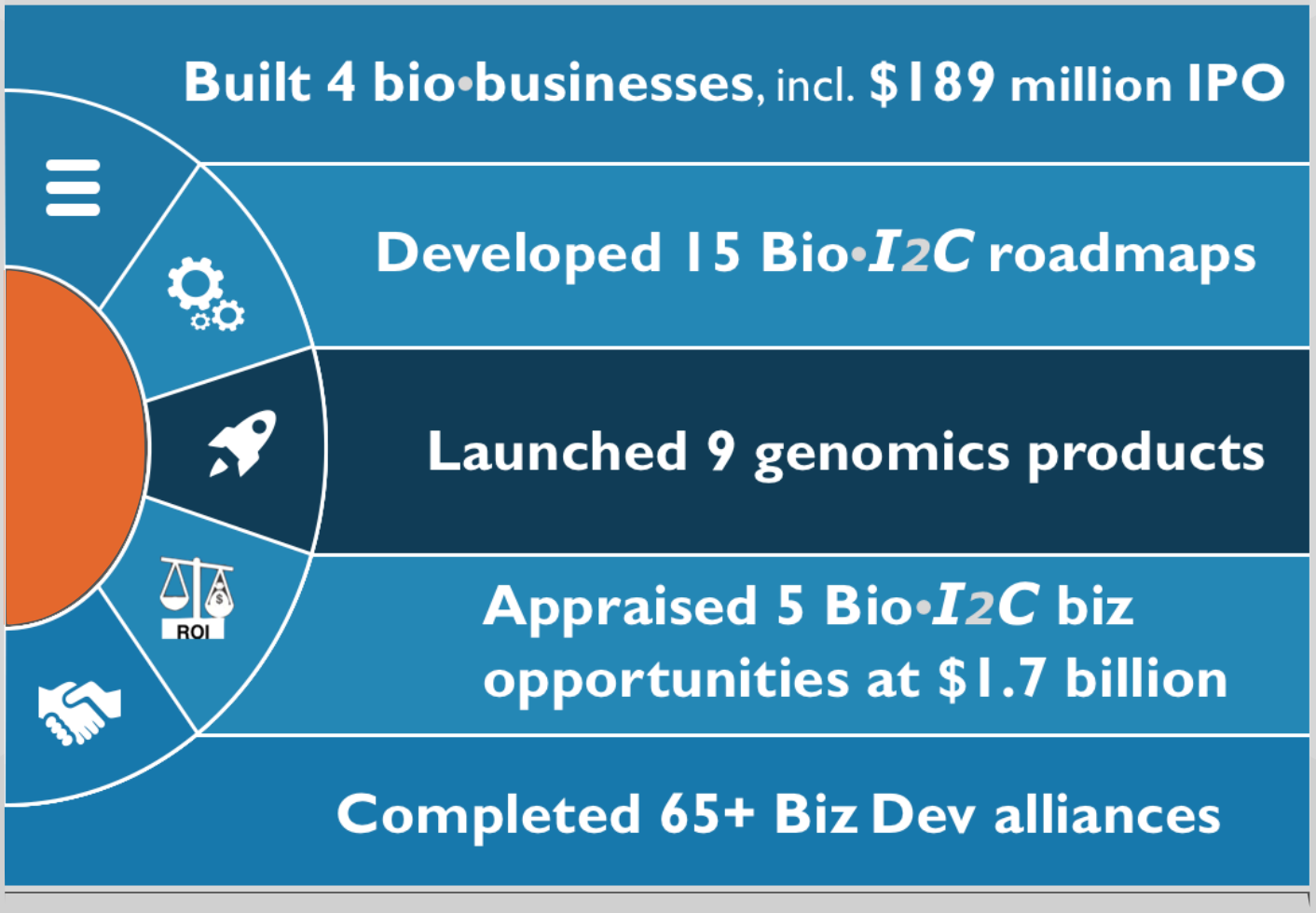
My Bio•Innovation to Commercialization (I_2C) Wins



Bio•BD CATALYST

*See '**Employment**' section ***II.*** for more details

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WHY

- for Patients

WHO

- Bio•Com Developer

HOW

*- Leadership**

WHAT

*- Bio•I₂C^*

^Innovation to Commercialization

*See '**Operating System**' & '**Leadership**' sections ***II.*** & ***III.*** for more details

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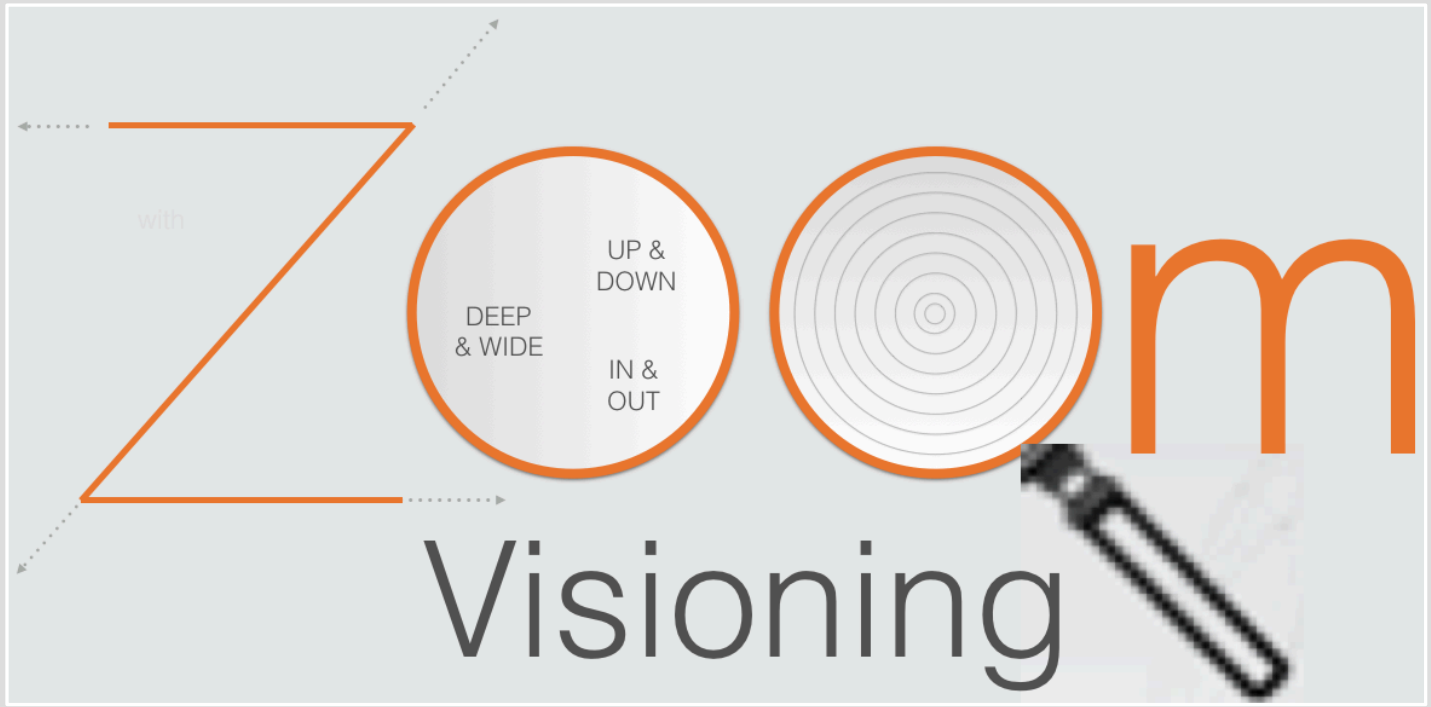
Bio·I_2C Leadership

HOW



BiZ Dev Process by Design

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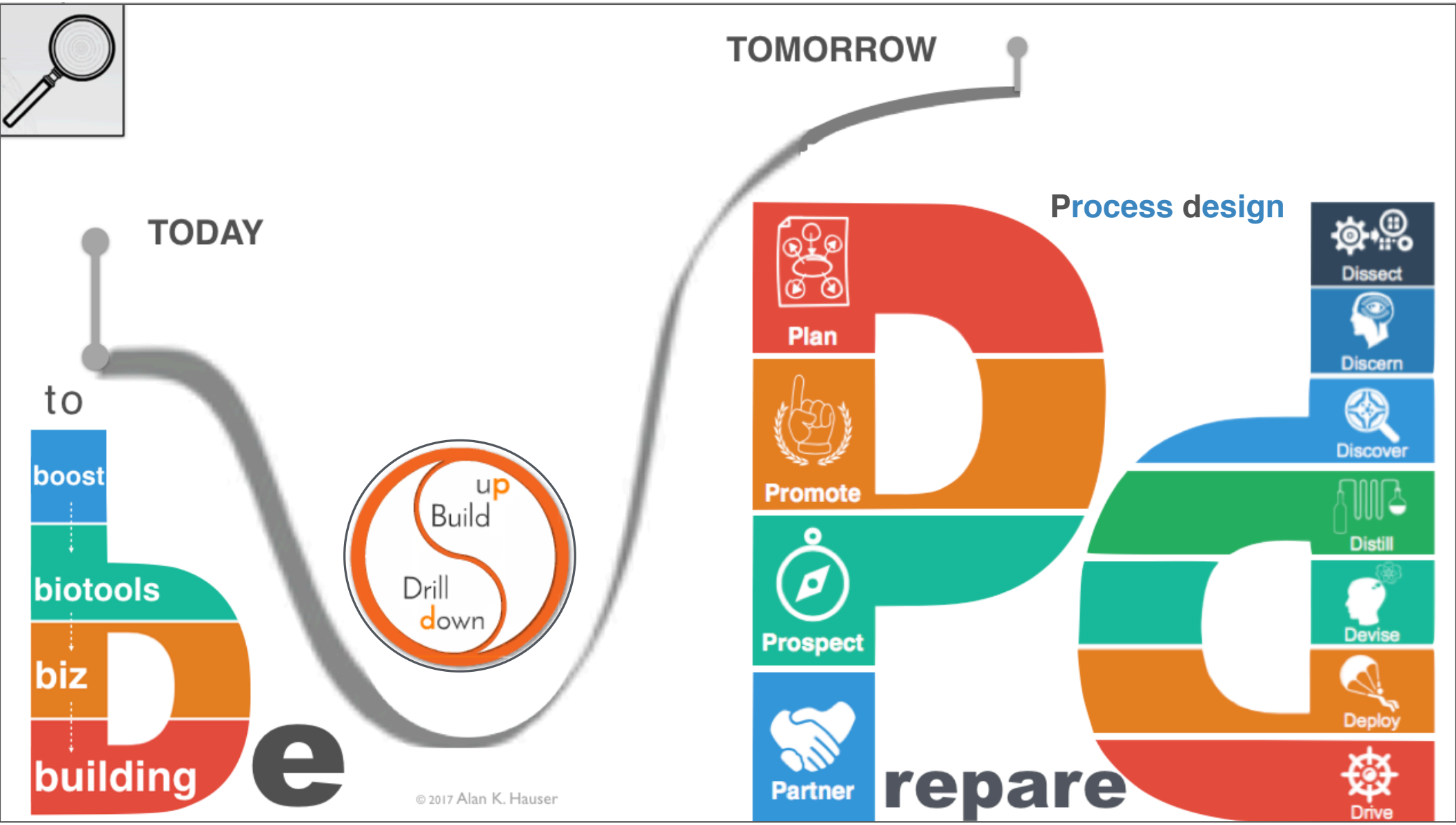
TOMORROW
TODAY
to
boost
biotools
biz
building
Build up
Drill down
Plan
Promote
Prospect
Partner
Process design
Dissect
Discern
Discover
Distill
Devise
Deploy
Drive
repare
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Synergistic value creation …

WHY

- *for Patients*

WHO

- *Bio•Com Developer*

WHAT

- *Bio•I_2C*

HOW

- *Leadership*

… where "*the **whole is greater** than the sum of its parts*" - Aristotle

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Catapulting Bio·I_2C

via my Experience‡

Operating System*

and Leadership^

‡See '**Employ-ment**' section ***II.***

^See '**Leader-ship**' section ***IV.***

*See '**Operating System**' section ***III.*** for more details

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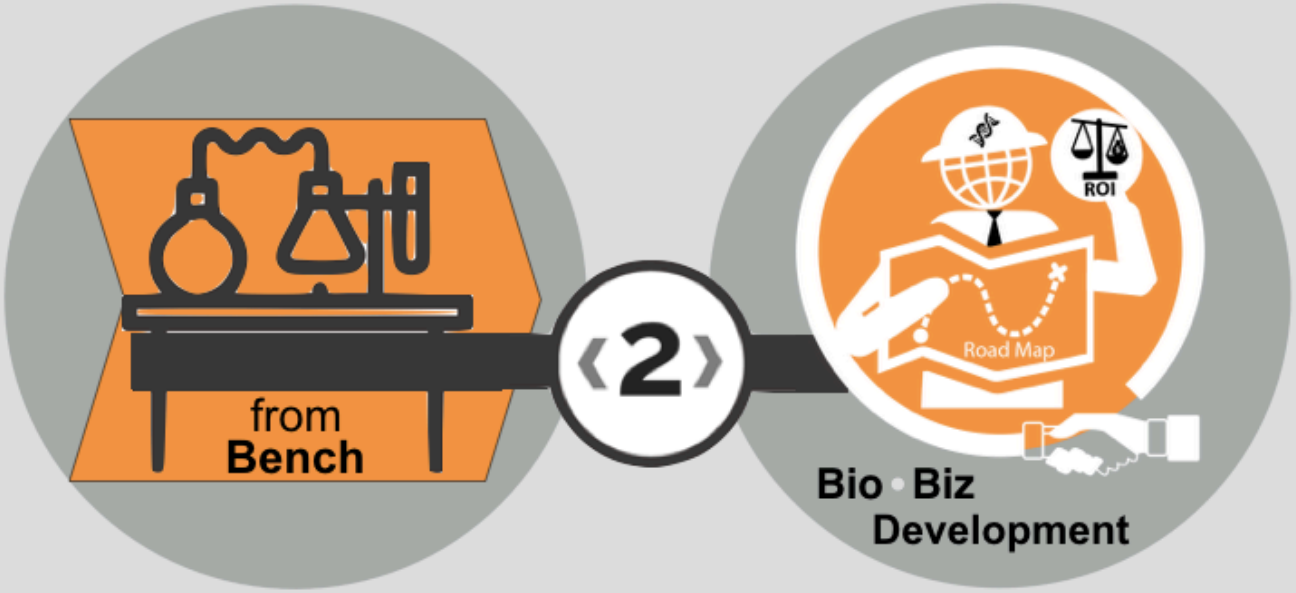
Bio·I_2C Trek

Backstory



with intellectual property (IP) law serving as my stepping stones

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II.

I_2C Employment

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Work History Highlights

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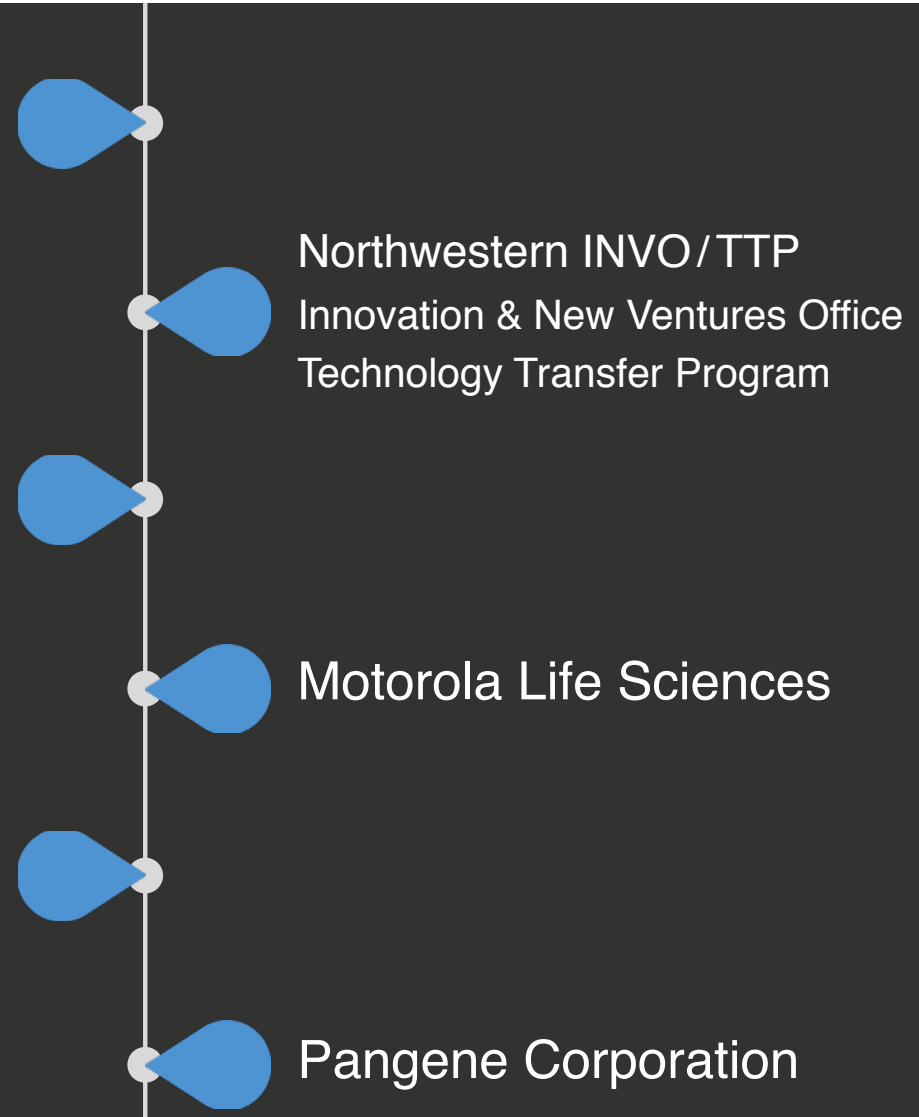
Bioscience Commercial Development

Work History



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CDx Precision Health

Bio•Business Development

Better **Biz Dev** deals by splitting **$250 M savings** for CDx stratified-clinical trials

To prevent corporate bullying,

analyzed pharmaco-economics

for omics-*CDx* test providers to

LEVEL THE PLAYING FIELD

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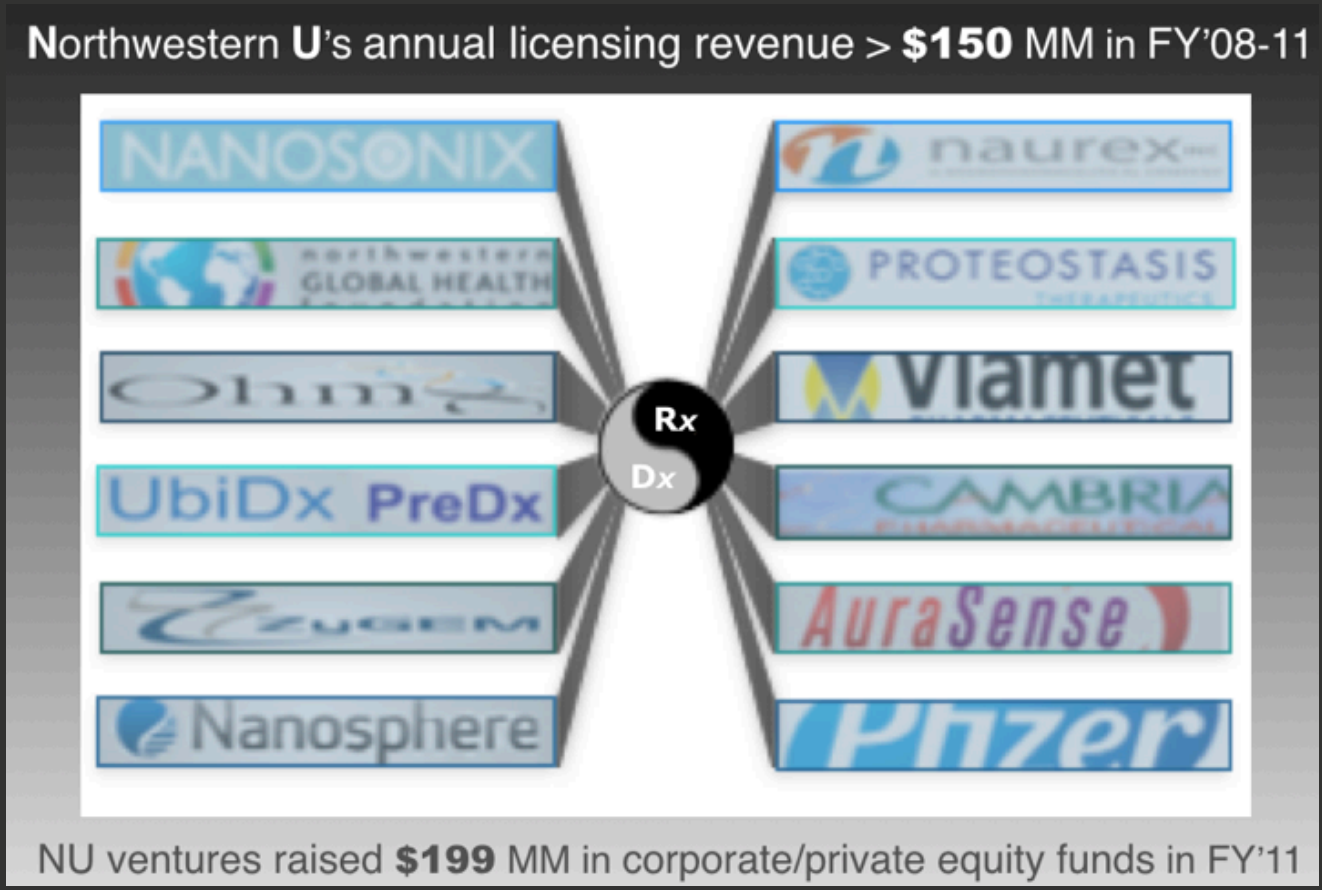
NU Innovation & New Ventures Office

- Executive Director

Inspired excellence, drove results & added value as I_2C team leader & mentor



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Bio-Com International

Strategic Commercial Development

Navigated corporate cross-functional **silo** communication challenges:

Multi-Lingual

I_2C Assessment

ROI Valuation

Translated Bio•I_2C **value** to be > $**65** million

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Financial Forecasting

Creative Problem Solving

Collaborative Partnering

MLS eSensor

Biotools•Commercial Development

Addressed seemingly insurmountable BD licensing issue:

Negotiated multi-million dollars of **cost savings** to access biomarker IP

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MLS CodeLink

Biotools·Commercial Development

Won *BRAVO!* Award

Championed *Gx* / *Rx*-discovery initiative, **created** biz-plan, **closed** **BD** deal

Strategic Roadmapping + Execution

Pipeline Planning

Platform Positioning

Project Marshaling

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ACLARA BioSciences

Built strong microfluidics lab-on-a-chip intellectual property portfolio for biopharma drug / genomics discovery, diagnostics and sequencing applications enabling partnerships, private placement, plus $189 million IPO.

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Pangene Corporation

Executed strategic alliances & licenses to Nobel-prizing winning homologous DNA recombination IP & spearheaded 1st corporate B2B product development partnership

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III.

Operating System

- a deeper dive

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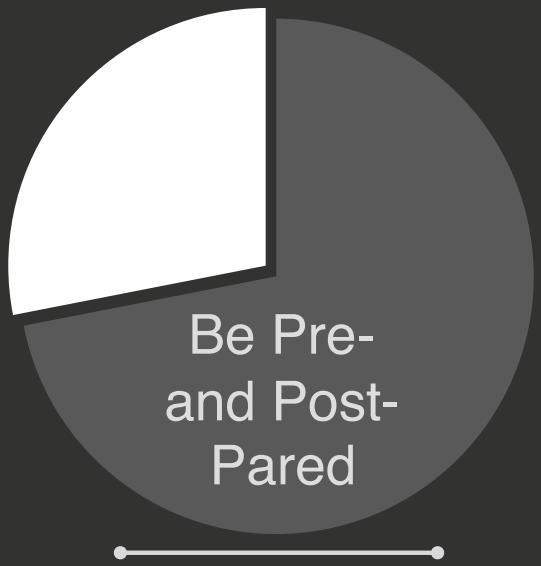
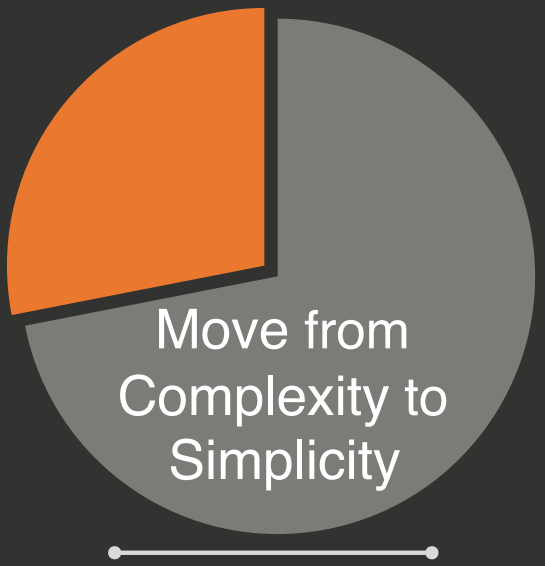
Guiding Principals

Walk in other side's shoes to create, develop, and nurture winning solutions



Apply zoom visioning and process design to obtain optimal outcomes



Distill down to the essential steps to resolve problems

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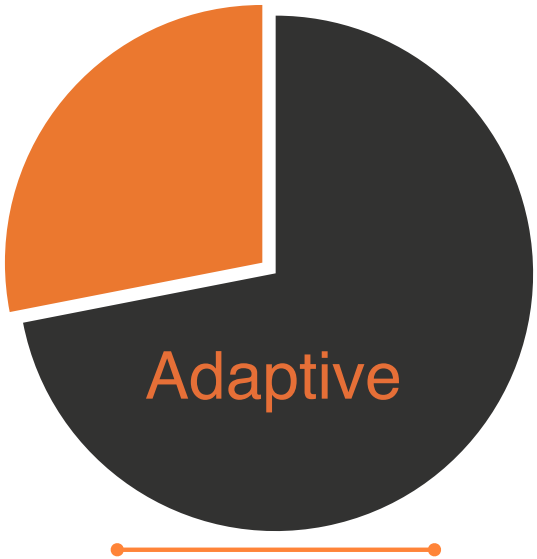
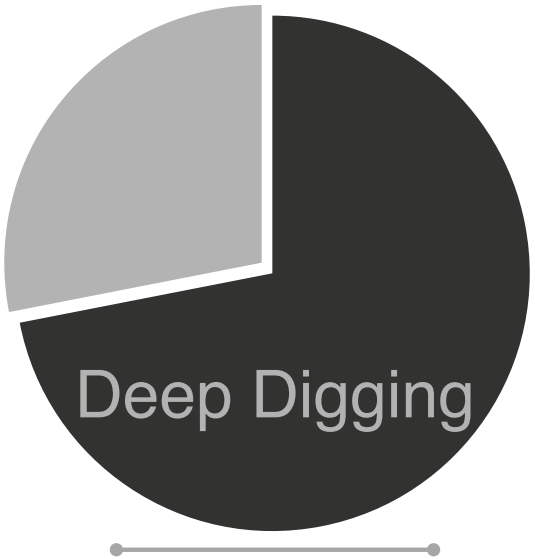
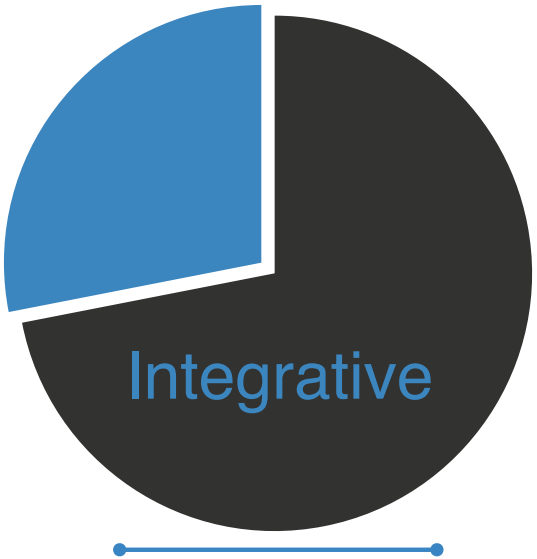
Core Capabilities



Use different styles to reach diverse audiences



Drive *Bio*•I_2C and create value as a workhorse



Connect dots for optimal outcomes

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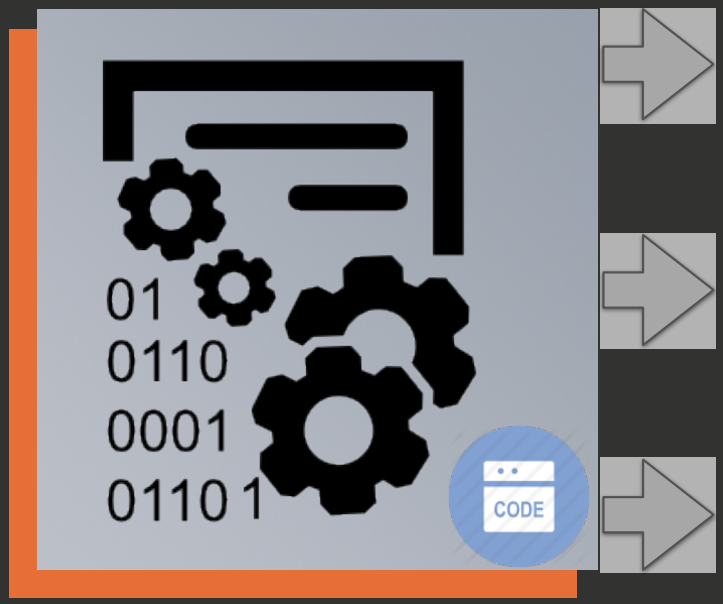
Source Code



Envision Audaciously

Pursue Excellence

Get Things Done

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Source Code

+

Cross-Functional Com • Dev Leadership Capabilities

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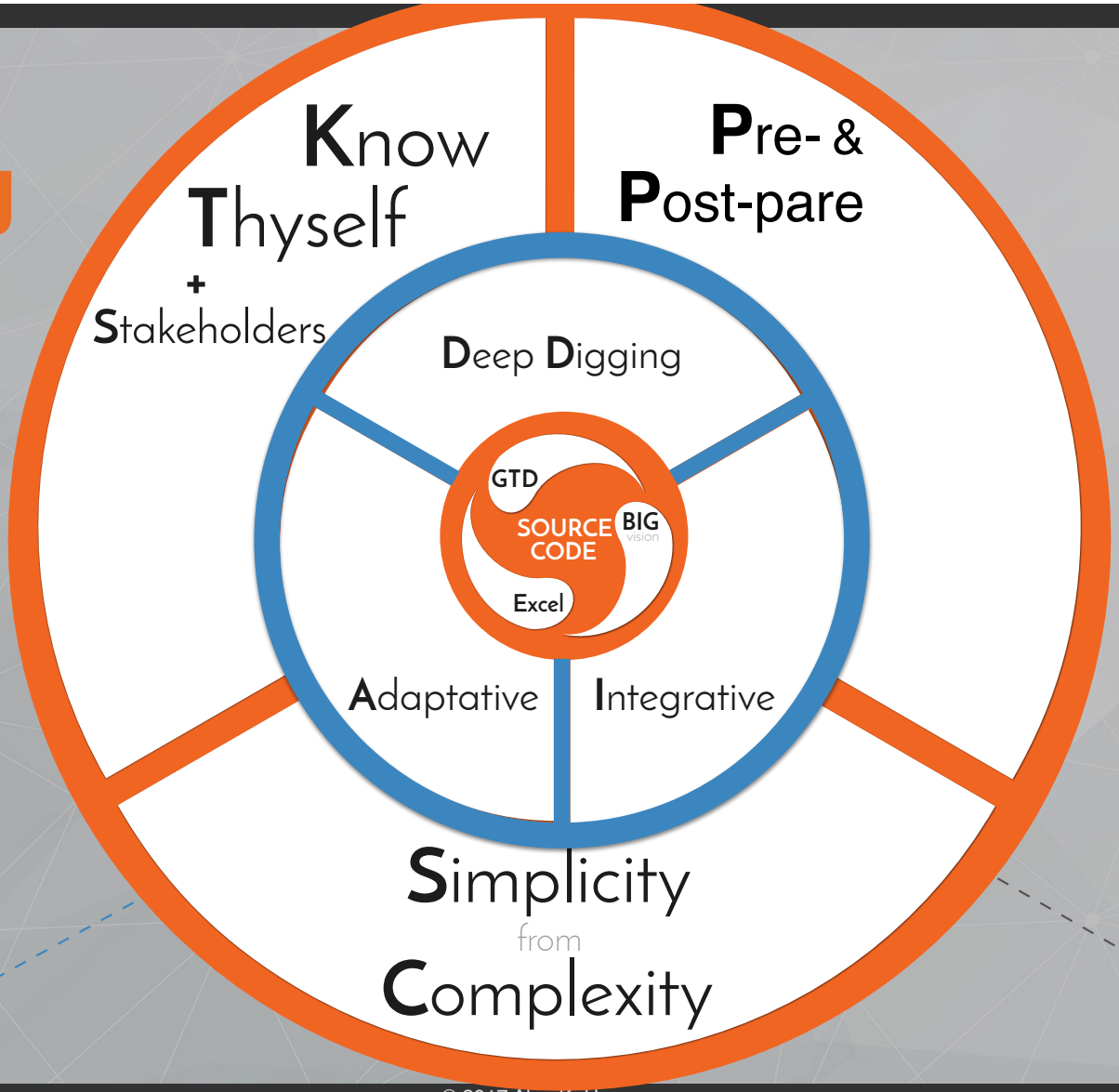
My Operating System



Core Capabilities

Guiding Principles

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IV.

Leadership

- a deeper dive

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Highlights from my
360 Assessment

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Resolute I_2C Leader‡

With an inner strength to push through obstacles,
highly determined, competent, rational & persistent

Improves methods & processes

Speaks up & solves problems

Sets high expectations

‡DiSC Assessment

RESOLUTE

Challenge

Results

Accuracy

DC Style‡

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‘DC’ DiSC Indicator Style

RESOLUTE Leader

Creatively Develops
System Solutions

Inquisitive & not afraid
to ***challenge*** status quo
to get better ***results***

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*See **360 Leadership Assessment** section on the **About** page for more details

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I_2C *Biz Dev* Drivers

Situational
Resolute
Leader
with
I C E *& Grit*

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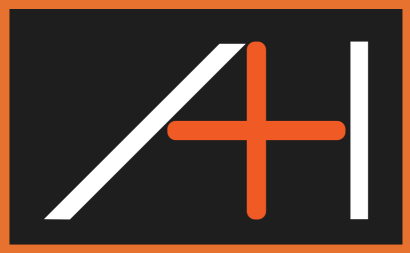
omics·I_2C trek



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