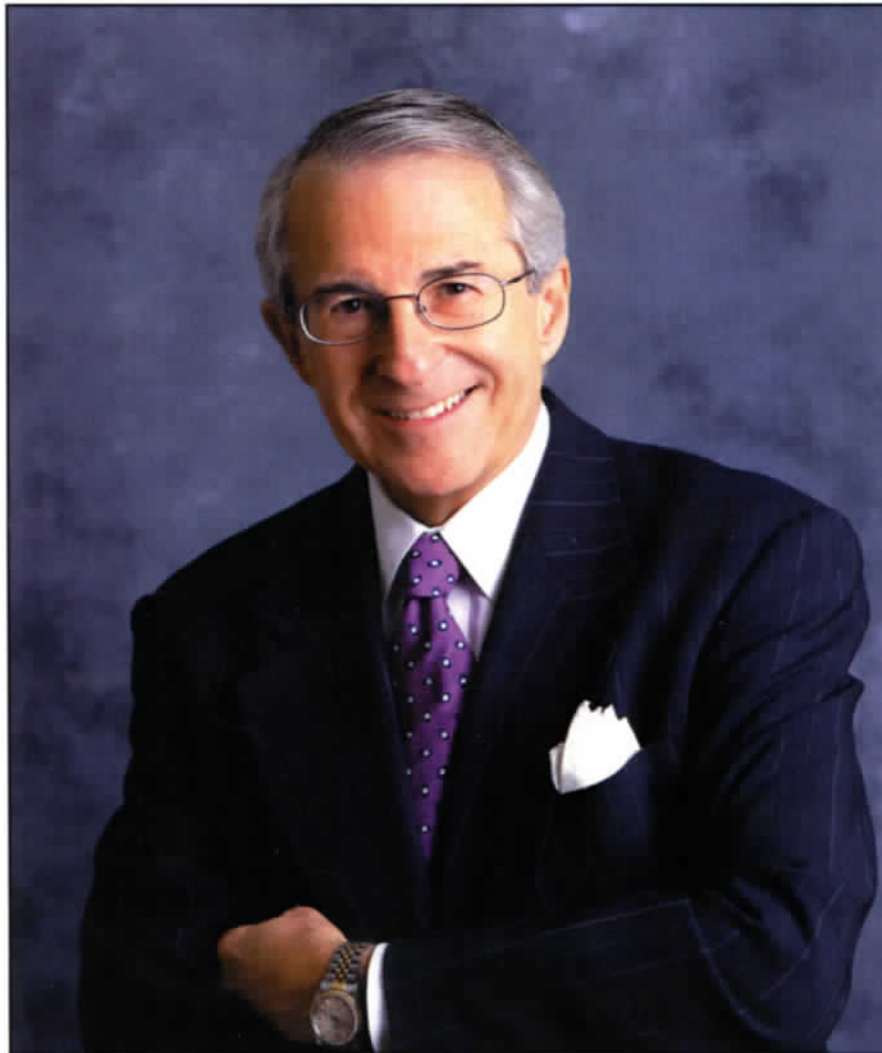


**Louisiana State University Health Sciences Center
Neuroscience Center of Excellence
Roundtable Discussion
University Research and Economic Development
Friday, September 13, 2002 — 2:00pm-4:00pm**



**“The Future
of the
Pharmaceutical
Industry:
Opportunities
for
University
Research”**

Sander A. Flaum

**Chairman, CEO, Robert A. Becker Euro RSCG
Co-Chairman, Euro RSCG Healthcare Worldwide
Adjunct Professor of Management,
Fordham University Graduate School of Business, New York,
NY**

with introductory remarks by:

**Nicolas G. Bazan, M.D., Ph.D.
Boyd Professor**

**Ernest C. and Yvette C. Villere Professor of Ophthalmology,
Biochemistry and Molecular Biology and Neurology
Director, Neuroscience Center of Excellence**

“When the Impossible Becomes Necessary”



SANDER A. FLAUM
Chairman, CEO
Robert A. Becker Euro RSCG
Co-Chairman, Euro RSCG Healthcare Worldwide

Sander is Chairman and CEO of Robert A. Becker Euro RSCG as well as Co-Chairman of the Euro RSCG Healthcare Global Network and Adjunct Professor of Management at the Fordham University Graduate School of Business. He is a member of the editorial advisory board of *Pharmaceutical Executive*. He also serves on the boards of Fisher College of Business at The Ohio State University, Fordham Graduate School of Business, Hollins Communications Research Institute, Neopharm Corporation, Atrix Laboratories, Inc., and Integrity Pharmaceuticals.

Prior to coming to the agency side, Sander served 18 years with Lederle Laboratories (which was merged into Wyeth-Ayerst in 1994). During his tenure with this pharmaceutical manufacturer, he served in several capacities, including Marketing Director of ethical and biologic products. He was responsible for the introductions of most of the Lederle prescription and biologic products from 1974 through 1982. In all, he has directed 58 product launches.

A speaker on "Pharma 2005" (the future of the pharmaceutical industry), "The Nine Lives of a Leader," "Prospecting for the Big Idea," and "Darwin 2005: Survival of the Fastest," he is a published author with 20 articles to his credit on marketing and leadership.

He has been a featured speaker at several domestic and international marketing conferences, most recently at the National Managed Healthcare Congress, the PhRMA Meeting and the Drug Information Association's annual meeting. He is also a frequent guest on CNN and MSNBC on marketing and leadership topics.

His most recent venture is as Founder and Chairman of the Fordham University Business School's Leadership Forum where global CEOs speak to MBAs and faculty on today's critical leadership issues. He was also the Commencement Speaker at the 2001 graduation ceremonies at the Fordham Graduate School of Business.

Sander received his undergraduate degree from The Ohio State University, his MBA from Fairleigh Dickinson University (*magna cum laude*), and completed Columbia University's Graduate School of Business Program in Advanced Marketing Studies.

Activities of the LSU Neuroscience Center of Excellence

Louisiana State University Health Sciences Center School of Medicine, New Orleans

Education

- **Medical Student and Resident Teaching**
- **Summer Undergraduate Neuroscience (SUN) Program.** Open to Louisiana undergraduate students for six-week, intensive, hands-on laboratory research.
- **Interdisciplinary PhD Program in Neuroscience.** Began in 1993. Fourteen degrees awarded to date.
- **Post-Doctoral Training in Neuroscience.** Twenty-one fellows are currently trained on brain research at the center.
- **Center of Biomedical Research Excellence (COBRE) "Mentoring Neuroscience in Louisiana."** Prestigious competitive award by the National Institutes of Health to train promising junior investigators in brain research.

Service

- **Brain Tissue Bank.** Collection, archiving, and maintenance of donated healthy and diseased brain tissue made available for research.
- **Neuroscience Center Tissue Culture Facility.** Primary and continuous cell lines for laboratory use by Neuroscience Center investigators.
- **Annual Neuroscience Center Retreat.** Held yearly in the late winter, a forum for Louisiana neuroscience investigators.
- **Distinguished Lectureship, Chancellor's Award Lectureship.** Attracts renowned neuroscience speakers, including several Nobel Laureates.

Research

- **Funding.** LSU Neuroscience Center has attracted over \$70 million in out-of-state funding for brain research.

Funded Investigators include:

- **Rene Anand, PhD.** Synaptic architecture of nicotinic and glutamate receptors. Parkinson's and Alzheimer's Disease.
- **Haydee Bazan, PhD.** Corneal wound healing and lipid metabolism. Visual sciences and retinal degeneration.
- **Nicolas Bazan, MD, PhD.** Synaptic signaling, lipidomics and neuroprotection in stroke, epilepsy, retinal degeneration, and Alzheimer's Disease.
- **Larry Carver, MD.** Human Brain Bank, Schizophrenia and Alzheimer's Disease.
- **Gudiseva Chandrasekher, PhD.** Growth factor receptor-mediated signal mechanisms in the lens, cataract formation.
- **Chu Chen, PhD.** Cyclooxygenases in long-term synaptic plasticity in hippocampus. Memory formation.
- **Mark DeCoster, PhD.** Lipid signaling in glia and neurons. Mechanisms of stroke.
- **Jeffrey Erickson, PhD.** Genetics of vesicular neurotransmitter transporter, vesicular packaging of dopamine and acetylcholine. Significance in Alzheimer's Disease.
- **William Gordon, PhD.** Photoreceptor damage and DNA-repair in retinal degeneration.
- **Walter Lukiw, PhD.** Gene expression and transcription-factor control in Alzheimer's disease.
- **Jeffery Magee, PhD.** Ion channels and dendritic electric signaling. Memory and Alzheimer's Disease.
- **Anthony Ricci, PhD.** Single-cell electrophysiology and imaging of calcium-regulated signal processing in auditory hair cells.
- **Hélène Varoqui, PhD.** Trafficking of glutamine transporters in glutamatergic neurotransmission and presynaptic modulation of synaptic function. Relevance in Alzheimer's Disease.

Commitment to Economic Development including Technology Transfer

- **St. Charles Pharmaceuticals.** A start-up biotechnology-pharmaceutical company funded by Nicolas Bazan in 1999 from research originating in the LSU Neuroscience Center.
- **Patents.** Currently ten patents, awarded, filed, and pending.
- **Neurobiotechnology Program of Louisiana.** A trans-university program initiated and led by LSU Neuroscience Center bringing together major Louisiana neuroscience programs at LSUHSC New Orleans, LSUHSC Shreveport, and Tulane University Health Sciences Center to establish brain research infrastructure and attract economic development in neurobiotechnology and pharmacology to Louisiana.
- **Inter-University Drug-Discovery Program.** Established in 1993 between the LSU Neuroscience Center and the Universidad de Alcalá, Alcalá, Spain.
- **Fostered multiple cooperative interactions with pharmaceutical companies.**

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