

Project Managers in Pharmaceuticals (PMPharma) Presents:

Drug Information Association 2008 Round-Up:

**Project Management Highlights
from the
44th Annual DIA Meeting**

September 9, 2008, 6:00 – 9:00 PM, Millbrae

(registration, directions, and other details available at www.projmgr.org)

This year's 44th Annual Meeting of the Drug Information Association (DIA) included strong representation by the Project Management track. In keeping with PMPharma's tradition, our September 9th meeting will feature summaries of three of the more interesting and provocative presentations from three PM sessions. Our colleagues who created and presented the talks will provide the summaries, along with key points from their respective sessions. A session normally includes three talks addressing the topic of interest.

Our speakers for the evening are listed below, along with the title of their presentations and sessions. This is always a lively, interactive PMPharma meeting, and is well tailored to painlessly bring you up to date on some of the latest approaches in our field that can be readily applied to help advance your professional goals. We hope to see you there.

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Session 1: Organizing for Project Management: Exploring the Value of a Matrix Approach to Project Management in Life Sciences Organizations and Companies.

Presentation: Organizing for Success in a Nonprofit Pharmaceutical Company

Susan E. Wilson, PhD

Senior Program Director

Institute for OneWorld Health

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Session 2: The Evolving Role of Project and Alliance Managers at Each Stage of Product Development

Presentation: The Alliance at Product Launch: Market Strategies and Life-cycle Management

Laurie Dubrovin, MS, PMP

Senior Project Manager, Product Portfolio Management

Genentech, Inc.

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Session 3: Intelligent Communication: Empowering Pharmaceutical R&D Project Managers for Success

Presentation: The Project Manager's Guide to Successful Communication in Large Pharma

Matrix Organizations

Melanie Ebojo, MBA, PMP

Senior Project Manager

Genentech, Inc.

(Thanks to Rob Judd, PE, PMP, for organizing our speakers for the evening)