



## **BUSINESS OF BIOTECH CONFERENCE 2021**

### **HILLSBOROUGH COUNTY**

### **ECONOMIC DEVELOPMENT INNOVATION INITIATIVE APPLICATION**

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Hillsborough  
County Florida

**Hillsborough County**  
**Economic Development Innovation Initiative Application**  
**Partnership Support**

FOR COUNTY USE ONLY:

DATE RECEIVED: November 17, 2020

AMOUNT REQUESTED \$10,000

**READ THIS FIRST**

**Deadline:** The application submitted must be complete and received by **3:00 P.M.** local time on **TBD**. Applications received after the submission deadline will not be considered. Please attach narrative responses with corresponding question numbers.

**Note:** In accordance with the policy ED-14 governing the EDI2 Program, adopted by the BOCC on December 16, 2015, prior to receiving County funding, all approved applicants are required to provide metrics, samples of marketing materials, a performance evaluation, a final budget evaluation, invoice from vendor(s), cancelled check(s) indicating that the vendor(s) and the specific invoice(s) have been paid and other information after the completion of the project. The documentation should show that the funded event actually occurred and the vendor was paid to the satisfaction of the County. This information will be evaluated based on the information provided by the applicant in this application. All applicants should read the EDI2 program description, policy and guidelines, and are strongly encouraged to schedule a pre-application meeting prior to submitting this application to discuss eligibility requirements. To schedule a pre-application meeting, contact Jennifer Whelihan at [whelihan@hillsboroughcounty.org](mailto:whelihan@hillsboroughcounty.org) or (813) 272-6217.

**Note:** When evaluating applications, the staff will make recommendations based on the following County policies in addition to the review criteria listed in the policy document: 1) County does not fund food or drink; 2) County does not fund lodging for event participants; 3) County does not count "in-kind" services toward budget total; 4) In order to demonstrate proper leverage of public sector funding, County money will not exceed 50% of the proposed budget. A full list of EDI2 funding guidelines is available on the website, along with the BOCC approved policy document.

**PART A – INTRODUCTION**

**1. LEGAL NAME OF APPLICANT ORGANIZATION:** H. Lee Moffitt Cancer Center

CONTACT PERSON: Sheila Interrante TITLE: Strategy Office Field Marketing Manager

ADDRESS: 12902 Magnolia Dr. Tampa, FL 33612 Mail Stop: MBC-CBD

DAYTIME PHONE: (813) 745-4962 FAX: (813) 499-8928 EMAIL: sheila.interrante@moffitt.org

**2. EVENT NAME:** Business of Biotech Conference 2021

**3. EVENT DATE(S):** March 25<sup>th</sup> and 26<sup>th</sup>, 2020

**4. LOCATION/ADDRESS** (if applicable): Moffitt Cancer Center Tampa, FL

UNINCORPORATED COUNTY       CITY OF PLANT CITY       CITY OF TAMPA       CITY OF TEMPLE TERRACE

**5. NUMBER OF EXPECTED PARTICIPANTS:** 400

**6. EXPECTED PARTICIPANT OR TARGET PROFILE (ENTREPRENEUR, EXECUTIVE, VENTURE CAPITAL, MINORITY, WOMEN, ETC.)** Biomedical companies, company executives, startups, service providers, entrepreneurs, and investors.

**7. EXPECTED TOTAL COST OF EVENT OR INDUSTRY PROMOTION (Also, provide a breakdown of the event by major category expense and attach):** \$55,000

**8. GRANT AMOUNT REQUESTED (\$20,000 maximum):** \$10,000.00



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**9. GEOGRAPHIC REACH OF IMPACT (for example – national conference, regional meeting, etc.):**

INTERNATIONAL  NATIONAL  STATEWIDE  LOCAL (TAMPA BAY)

**10. IS THIS A RECURRING EVENT? Yes**

**IF YES:**

**10a. HOW OFTEN DOES THE EVENT OCCUR? Annually**

**10b. WHEN WAS THE INITIAL EVENT? September 7<sup>th</sup>, 2006**

**10c. DO YOU PLAN TO CONTINUE THE EVENT IN THE FUTURE? Yes**

**FOR THE FOLLOWING QUESTIONS, PLEASE ATTACH NARRIATIVE RESPONSES TO APPLICATION**

**11. BRIEFLY DESCRIBE THE EVENT OR INDUSTRY PROMOTION (PLEASE LIMIT RESPONSE TO TWO PARAGRAPHS).**

**PART B – REVIEW CRITERIA**

**DESCRIBE HOW THE EVENT MEETS AND/OR EXCEEDS EACH OF THE APPLICABLE REVIEW CRITERIA AS THEY APPLY. EACH REVIEW CRITERIA MUST BE ADDRESSED AND ARE DESCRIBED IN GREATER DETAIL IN THE EDI2 PROGRAM POLICY DOCUMENT.**

- 1. DESCRIPTION:** DESCRIBE HOW THE EVENT (i) DRIVES THE GROWTH OF TECHNOLOGY AND INNOVATION START-UPS AND SMALL BUSINESSES IN HILLSBOROUGH COUNTY; (ii) SUPPORTS THE PURPOSE AND MEET THE OBJECTIVES OF EDI2; and (iii) SUPPORTS MINORITIES, WOMEN AND/OR VETERANS WITH THEIR ENTRERENEURIAL SUCCESS.
- 2. LEVERAGING:** DESCRIBE HOW THE PROJECT (i) LEVERAGES PRIVATE SECTOR DOLLARS IN TERMS OF FINANCING, EXPERTISE AND NETWORKING; and (ii) DEMONSTRATES A COLLABORATIVE AND SYNERGISTIC APPROACH
- 3. PERFORMANCE EVALUATION/METRICS.** PROVIDE APPROPRIATE CRITERIA AND MILESTONES FOR DETERMINING/ MEASURING THE SUCCESS OF THE EVENT. DEFINE RELEVANT OUTCOME INDICATORS AND TARGETS DURING AND AFTER THE EVENT (SUCH NUMBER OF EVENT ATTENDEES, ATTENDEE PROFILES, MEDIA COVERAGE, GROWTH IN PARTICIPATION OVER PREVIOUS YEARS, HOTEL NIGHTS, NEW START-UPS FORMED, NUMBER OF JOBS CREATED AS A RESULT OF THE EVENT, AMOUNT OF PRIVATE CAPITAL INVESTMENT RECEIVED AS A RESULT OF THE EVENT.)
- 4. ECONOMIC DEVELOPMENT IMPACT:** DESCRIBE HOW THE EVENT DEMONSTRATES A WELL-THOUGHT OUT IDEA AND MODEL THAT HAS THE POTENTIAL TO BE SUSTAINABLE AND GENERATE ECONOMIC DEVELOPMENT; CREATES PERMANENT LOCAL JOBS AND POTENTIAL FOR SUSTAINED ECONOMIC IMPACT AND GROWTH; GENERATES LOCAL BUSINESS; ADDS VALUE TO THE LOCAL ECONOMY.
- 5. QUALITY OF TEAM:** DESCRIBE THE QUALIFICATIONS, TRACK RECORD, AND ABILITY OF THE APPLICANT AND PROFESSIONALS COMPOSING THE EVENT TEAM TO SUCCESSFULLY EXECUTE THE EVENT.



**Hillsborough County  
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**PART C – ATTACHMENTS**

**ATTACH ANY COLLATERAL/PROMOTIONAL MATERIAL, EVENT AGENDA, TESTIMONIALS, PAST EVENT AGENDAS IF APPLICABLE, AND OTHER INFORMATION THAT WILL ASSIST STAFF IN EVALUATING THE APPLICATION.**

**APPLICANT CERTIFICATION**

I agree to comply with all requirements of the Hillsborough County Economic Development Innovation Initiative, that any funds received as a result of the application will be used only for purposes set forth herein, that I am authorized to submit this application on behalf of my organization, and that the statements herein are true, complete and accurate to the best of my knowledge. I also certify that I have read and understand the EDI2 program description, policy and guidelines. I acknowledge that staff strongly encourages applicants to have a pre-application meeting.

Signed Name

A handwritten signature in blue ink that appears to read "Sheila Intervante".

Printed Name

Sheila Intervante

11.16.2020

Date

## Hillsborough County Economic Development Innovation Initiative Application

### Events and Industry Promotion Initiatives

#### Business of Biotech 2021

##### **11. Brief description of the event:**

The Business of Biotech conference fosters a burgeoning biotech cluster in Tampa Bay by connecting capital, science, and talent. Featured at the Moffitt Cancer Center, this free event helps link researchers and entrepreneurs to potential strategic alliances and investors and showcases Moffitt discoveries. It brings together biotech and medical device companies, entrepreneurs, venture capitalists, angel investors, researchers, and many others interested in biotechnology to create opportunities for collaboration. Since 2006, the conference has grown and become a signature event in Tampa Bay.

The 2021 Business of Biotech Conference will be the 15th annual conference and is to be held March 25<sup>th</sup> and 26<sup>th</sup>, 2021. Due to the COVID-19 pandemic, this will be the first virtual Business of Biotech Conference. The 2021 keynote speakers will be Patrick Hwu, M.D., the new president and CEO of Moffitt Cancer Center, and John Cleveland, Ph.D., the executive vice president and center director at Moffitt Cancer Center. The conference will offer four educational sessions, focusing on cell therapies and immunotherapies, Moffitt clinical research, artificial intelligence, data analysis and management, and Oncobay Clinical, Moffitt's latest startup. Between keynote addresses and educational sessions, attendees will have the opportunity to view virtual tours, videos from sponsors, and more. There will also be ample time for networking between sessions, including partnering forums. Partnering forums help provide Moffitt faculty with opportunities to meet and discuss new, existing, and potential collaborations.

#### **Part B – Review Criteria**

**Describe how the event/promotion meets and/or exceeds each of the applicable review criteria.**

- 1. Description: Describe how the event (i) drives the growth of technology and innovation start-ups and small businesses in Hillsborough County; (ii) supports the purpose and meet the objectives of EDI2; and (iii) supports minorities, women and/or veterans with their entrepreneurial success:**

This event encourages attendees to network and collaborate by providing time within the schedule for entrepreneurs and investors, as well as service providers and researchers, to meet. Additionally, the conference is well-advertised and open to all, and is a community event that attracts local entrepreneurs of all kinds. Many female economic leaders from the Tampa Bay

area have attended the conference in previous years. Tonya Elmore, President and CEO of Tampa Bay Innovation Center; Linda Olson, President of WaVE; Carolyn Gosselin, Chief Marketing and Strategy Officer of Florida Chamber of Commerce; and Nancy Bryan, CEO of BioFlorida, were all present at the 2019 Economic Development Breakfast. Moreover, female and minority scientists and businesspeople often speak on panels during the conference's educational sessions.

**2. Leveraging: Describe how the project (i) leverages private sector dollars in terms of financing, expertise and networking; and (ii) demonstrates a collaborative and synergistic approach:**

With the help of these sponsors and support from Hillsborough County EDI2, this event is able to provide top-notch speakers who provide attendees with cutting-edge information regarding biotechnology, capital raising, and advances in healthcare. Panelists and speakers are generally from outside the Tampa Bay area and different bioscience companies, so the conference exposes them to the region and its resources. During question and answer segments and breaks in the program, attendees are able to exchange ideas with speakers and experts.

**3. Performance Evaluation/Metrics: Provide appropriate criteria and milestones for determining/measuring the success of the event. Define relevant outcome indicators and targets during and after the event (such as number of event attendees, attendee profiles, media coverage, growth in participation over previous years, hotel nights, new startups formed):**

In 2006, the inaugural conference offered two educational sessions and served 250 attendees. Business of Biotech 2020 offered a keynote speaker, four sessions, and brought 378 attendees. The 2021 conference will present two keynote addresses, four educational sessions, and offer attendees time to network. Additionally, companies will meet with Moffitt researchers looking to commercialize their discoveries during partnering forums between sessions. The 2020 conference attendees were from diverse backgrounds (5 affiliated with colleges/universities, 2 science institutions, 35 biotech/pharma companies, and 18 economic development organizations).

Media coverage has grown from a simple press release to radio interviews, numerous pre-event articles, and media presence at the event. Coverage for 2020's event focused on increasing social media coverage. There were 71 posts that used the hashtag "#MoffittBOB". The total combined reach of posts promoting Business of Biotech 2020 on social media platforms was over 71,000.

A news release on the Business of Biotech 2020 was distributed to 69 local, regional and state journalists who cover the biomedical and healthcare industries. Journalists were contacted with a media advisory reminding them about the event. The conference was also attended by

journalists from the Tampa Bay Times. The event was shared on nine local community calendars, including the Associated Press Daybook and the Tampa Chamber.

Moffitt has also partnered with the business magazine, Florida Trend to provide free subscriptions of the publication to individuals in the conference's target demographics, such as investors and entrepreneurs. Attendees wrote glowing comments on conference evaluations such as: "The Business of Biotech committee delivered another exceptional program....looking forward to next year!" "The keynote was excellent." "I would highly recommend this event."

**4. Economic Development Impact: Describe how the event demonstrates a well-thought out idea and model that has the potential to be sustainable and generate economic development; creates permanent local jobs and potential for sustained economic impact and growth; generates local business; adds value to the local economy.**

At the Business of Biotech 2021 conference, sponsors will be given virtual booth space to network and bring awareness to a broad audience. Networking amongst capital, researchers, and talent generates new business opportunities and jobs. For example, in 2014, a chance meeting at the conference between Moffitt scientists and the global biopharmaceutical company Celgene led to the most significant commercialization opportunity in Moffitt's history and increased hiring of scientists at Moffitt. Moffitt and Celgene recently expanded their multi-year relationship resulting in three new license agreements. These strategic alliances expose global companies to the Tampa Bay community, which increases hotel room occupancy in the short and long term and increases jobs and collaborations in the long term. Implemented at the 2017 conference and met with success, this year we will continue to offer time dedicated to networking, to facilitate collaboration among attendees.

**Quality of Team: Describe the qualifications, track record and ability of the applicant and professionals composing the event team to successfully execute the event.**

Business of Biotech, in its inception, was organized by a team of one and now has a Planning Council consisting of Conference Co-Chairs, an Event Coordinator, and chairs of seventeen committees (Partnering Forum; Planning Council Chair, Special Assistant to Chair, Government Relations; Sponsorship; Logistics; Programming; Volunteers; Public Relations; Digital Platform; Strategic Marketing and Virtual Tours). The Organizational Committee includes experts in law, public relations and marketing, government relations, economic development, finance, and science. Office interns gain valuable skills in event planning, and partner scheduling.

Planning for this event begins 12 months prior with a team of Moffitt employees as well as members of local economic development agencies and biomedical experts. Monthly meetings follow the same agenda with each committee chair reporting on their progress from month to

month. A task list is refined each year to include new and improved processes and passed on to the new committee chair prior to the acceptance of the seat.

# Part C

# Attachments



**15TH ANNUAL CONFERENCE**  
**BUSINESS OF BIOTECH**  
Thursday 3.25.21 - Friday 3.26.21 | Moffitt Cancer Center | Tampa, FL

## SAVE THE DATE

15th Annual Conference  
Thursday, March 25, 2021 and Friday, March 26, 2021

Join Moffitt Cancer Center in Tampa for a free virtual conference. Business of Biotech is a signature event that attracts 400 biotech executives, entrepreneurs, venture capitalists, angel investors and researchers from across the U.S. and is a unique opportunity to meet and collaborate with the innovators of our age.

*REGISTRATION COMING SOON*

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**SEE VIDEO HIGHLIGHTS OF THE 2020 CONFERENCE HERE**



Office of Innovation and Industry Alliances | Moffitt Cancer Center | [innovation@moffitt.org](mailto:innovation@moffitt.org) | [moffittip.com](http://moffittip.com)



# BUSINESS OF BIOTECH

## WEDNESDAY, MARCH 25TH

11:00 – 11:15am **WELCOME REMARKS**

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11:15am – 12:15pm **BREAKOUT**

- *Cell Therapy and Immunotherapy*
- Moderator: Dr. Jim Mulé

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12:30pm – 2:00pm **KEYNOTE ADDRESS**

- Dr. Patrick Hwu
- CEO, Moffitt Cancer Center

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2:00pm – 3:00pm **BREAKOUT**

- *Moffitt Clinical Research*
- Moderator: Dr. Eric Haura

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## THURSDAY, MARCH 26TH

11:00am – 12:00pm **BREAKOUT**

- *Moffitt's Latest Startup - Oncobay*
- Moderator: Krystyna Kowalczyk

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12:15pm – 1:45pm **KEYNOTE ADDRESS**

- Dr. John Cleveland
- Center Director, Moffitt Cancer Center

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1:45pm – 2:45pm **BREAKOUT**

- *AI, Data Analysis and Management*
- Moderator: Dr. Edmondo Robinson

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2:45pm – 3:00am **CLOSING REMARKS**



## Business of Biotech 2021

### Budget Proposal

Expense Category	Total Budget	EDI2 Request
<b>Digital Platform</b>	\$40,000	\$0
<b>Total Media &amp; Promotions</b> Video Production, Florida Trend Advertising, Constant Contact, Gifts & Giveaways	\$14,000	\$10,000
<b>Total Food</b> Food for Moffitt employees on campus for the event	\$1,000	\$0
<b>Total 2021 Business of Biotech Proposed Expenditures</b>	<b>\$55,000</b>	<b>\$10,000</b>



#### Overview of Event

The Business of Biotech Conference brings together biotech companies, startups, researchers, entrepreneurs, and investors for networking and collaboration. This event showcases Moffitt discoveries and helps connect faculty to potential strategic alliances and investors. The conference has shown steady growth in overall attendance and in drawing high-profile business executives each year since it began in 2006.

#### Vision

The vision of the conference is to foster a burgeoning biotech cluster in Tampa Bay by connecting capital, talent and science.

#### Accomplishments

- Strong attendance each year, with survey results showing attendee satisfaction
- High profile keynote speakers from the investor and biotech community
- Features:
  - Educational sessions covering various aspects of biotech
  - A Partnering Forum that involved meetings with Moffitt faculty and industry representatives
  - Multiple private networking events to promote interactions among Moffitt leadership, elected officials, investors, entrepreneurs, and life science partners

#### February 6-7, 2020 – Setting The Pace In The Cancer Race

Keynote: Dr. Alice Jacobs, Physician, Entrepreneur, Inventor and Investor

#### Breakout Sessions:

- AI: Navigating the Digital Health Super Highway
- Baby You Can Drive My CAR(T): Future Challenges with Cell Therapy and Manufacturing
- Driving Your Funds to the Finish Line: VCs and Entrepreneurs Reveal What Count\$
- The Immunotherapy Race: Putting Your Immune System In Drive

#### Partnering Meetings: 72

**Registrants:** Estimated attendance 378 – 35 Biotech Companies; 18 Economic Development Groups/Investors; 5 associated with Colleges/Univ; and 2 Science Institutions

**Media Coverage:** 63 posts of #MoffittBOB on Twitter and Facebook reaching 20,000 people with 71 'Likes'; 9 LinkedIn articles by attendees

**Sponsorships:** \$59,213 raised– five law firms, seven biotech/pharma companies, three electronic companies, one insurance company, one construction consulting company, and one grant.

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**Attendee Quotes:** "Wonderful event! Thank you for the opportunity to attend. Very much appreciated."

**February 21-22, 2019 – *Cracking the Cancer Code***  
 Keynote: Dr. Reid Huber, Partner, Third Rock Ventures

**Breakout Sessions:**

- Navigating FDA Approvals for Cell Therapy
- Clinical Pathways: Tackling Value-Based Cancer Care
- Artificial Intelligence in Cancer Care Delivery: The Robot Will See You Now
- E-I-E IO! Sowing, Growing, and Reaping Immune Oncology Production

**Partnering Meetings: 61**

**Registrants:** Estimated attendance 458 – 44 Biotech Companies; 14 Economic Development Groups/Investors; 9 associated with Colleges/Univ; and 4 Science Institutions

**Media Coverage:** One Moffitt Press Release distributed to 69 journalists, 46 posts of #MoffittBOB on Twitter and Facebook reaching 20,000 people with 71 'Likes'; 5 LinkedIn articles by attendees

**Sponsorships:** \$57,500 raised– six law firms, six biotech/pharma companies, three electronic companies, one conglomerate corporation, one discovery company, one health informatics company, one construction consulting company, one promotional products distributor, and one grant.

**March 1-2, 2018 – *Discovering Tomorrow's Cancer Cures***

Keynote: Dr. Francis Cuss, Former Chief Scientific Officer,  
 Bristol-Myers Squibb

**Breakout Sessions:**

- It's a Win-Win: Academia & Industry
- Real World Data: Mining Gold from a Mountain of Straw
- Immunotherapy: A New Weapon Against Cancer
- Follow the Money: Funding Emerging Companies

**Partnering Meetings: 51**

**Registrants:** Estimated attendance 400 – 42 Biotech Companies; 36 Economic Development Groups/Investors; 15 associated with Colleges/Univ; and 7 Science Institutions

**Media Coverage:** One Moffitt Press Release distributed to 125 journalists, 115 posts of #MoffittBOB on Twitter and Facebook reaching 12,000 people with 102 'Likes'; 3 LinkedIn articles by attendees

**Sponsorships:** \$54,000 raised– five law firms, three biotech/pharma companies, three electronic companies, one CPA firm, one IT service management company, one conglomerate corporation, one 3D modeling and printing company, one laboratory equipment and supply distributor, one digital signage company, one investment company, one promotional products distributor, and one grant.

**Attendee Quotes:** "The contents covered in the meeting are outstanding. The standard of the Keynote interview is exceptional and every year the meeting is getting better/very interesting;"

**February 23-24, 2017 – *Partnering for the Future!***

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Keynote: Dr. George Golumbeski, Executive VP of Business Development,  
Celgene Corporation

**Breakout Sessions:**

- Efficiencies of Molecular Medicine: Delivery with Nanoparticles
- Portrait of a Partnership: Pharma and Academia
- Genomics Era: Patent Strategies to Avoid the Slippery Slope
- Targeted Clinical Trials and the Oncology Research Information Exchange Network (ORIEN)

**Partnering Meetings: 57**

**Registrants:** Estimated attendance 375 – 91 Biotech Companies; 32 Economic Development Groups/Investors; 14 associated with Colleges/Univ; and 12 Science Institutions

**Media Coverage:** One Moffitt Press Release distributed to 125 journalists, Bay News 9 Interview, uses of #MoffittBOB on Twitter and Facebook, 7 articles about the conference published

**Sponsorships:** \$55,000 raised– Four law firms, four biotech/pharma companies, two construction companies, one promotional events distributor, and one grant

**Attendee Quotes:** “The event ran smoothly and I enjoyed the panels that I attended;” “The greatest value to this conference is the ability to network with excellent individuals from all size biotechnology companies;” “Always a great conference---best biotech meeting in Florida!”

**March 17-18, 2016 – Science. Synergy. Success!**

Keynote: Dr. Arie Belldgrun, President, CEO, and Founder,  
Kite Pharma

**Breakout Sessions:**

- Be Smart In Financing Your Innovation – All Dollars Are Not The Same
- Immuno-Oncology: An Expanding Frontier
- Emerging Trends in Academic & Industry Collaborations
- Investor Forum

**Partnering Meetings: 36**

**Registrants:** Estimated attendance 325 – 7 Investors; 22 Biotech Startups; 12 in Economic Development; 3 Government Officials; 30 in Pharma/Biotech; 30 service providers; 10 financial groups; 12 economic development organizations; 11 law firms; and 30 associated with Colleges/Univ

**Media Coverage:** One *Tampa Bay Business Journal* article, community partners advertised the event on their websites, social media, and newsletters

**Sponsorships:** \$40,500 raised – Six law firms, one construction company, one accounting firm, and two biotech/pharma companies.

**Attendee Quotes:** “These events are great networking and career building opportunities;” I hope this event continues for many years;” “Fantastic, as always;” “Loved the technology banners;” “A superb conference;” “Great program!”

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**April 17, 2015 – Collaborate to Innovate**

Keynote: Henri Termeer, Former CEO, President, & Chairman,  
Genzyme Corporation

**Breakout Sessions:**

- Academia Strategic Alliances: Modeling for Success
- Healthcare Startups for the Tech Savvy
- Raising Funds: What's Trending Now
- Collaborative Diagnosis: Patient Genomic Information

**Partnering Meetings: 10**

**Registrants:** Estimated Attendance 300 – 12 Investors; 29 Biotech Startups; 9 in Economic Development; 3 Government Officials; 21 Non-profits; 32 in Pharma/Biotech; and 34 associated with Colleges/Univ

**Media Coverage:** Two *Tampa Bay Business Journal* articles, one *Tampa Bay Times* article, one *Tampa Tribune* article, one Newsradio 970 WFLA story; 37 uses of #MoffittBOB on Twitter (not including Moffitt accounts), 33 favorites on Moffitt Twitter account posts, 53 retweets of posts including #MoffittBOB, nearly 4,000 people reached with Facebook posts on conference day.

**Sponsorships:** \$30,800 raised – Five law firms, three architecture/construction companies, one service provider, two life science consulting companies, and one grant.

**Attendee Quotes:** “Helpful and insightful program;” “Great event for budding entrepreneurs and industry professionals;” “Excellent conference with quality speakers;” “I was able to make some great contacts.”

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**February 24, 2014 – Moving Technologies Forward**

Keynote: G. Steven Burrill, Chief Executive Officer, Burrill & Company

**Breakout Sessions:**

- Innovative Models in Pharma-Academia Partnerships
- Latest Trends in Venture Capital Financing
- Fundraising Tips and Strategies from Successful Florida Bioscience Companies

**Registrants:** Estimated Attendance 271 – 12 Investors; 15 Biotech Startups; 19 in Economic Development; 3 Government Officials; 18 Non-profits; 49 in Pharma/Biotech; 64 Service Providers and 38 associated with Colleges/Univ

**Media Coverage:** *Tampa Bay Business Journal* article on keynote speaker, *Tallahassee Democrat*, social media campaign

**Sponsorships:** \$34,050 raised – Seven law firms, one lab, three service providers, one grant, one life science company and one economic development organization.

**Attendee Quotes:** “Keynote was colorful and informative;” “Best keynote yet;” “Excellent agenda and opportunities to interact.”

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**February 11, 2013 – Partnering for Success**

Keynote: Bob Ingram, General Partner, Hatteras Venture Partners

**Breakout Sessions:**

- Importance of Tissue in Medicine
- Tales on the Road to Capital Raising
- Cyber Security in Healthcare
- Personalized Medicine: Next Generation of Healthcare

**Registrants:** Estimated Attendance: 350 - 14 Investors; 18 Biotech Startups; 5 in Economic Development; 5 Government Officials; 51 Non-profits; 24 in Pharma/Biotech; 95 Service Providers and 40 associated with Colleges/Univ

**Media Coverage:** Prior to event articles featuring Business of Biotech appeared in: *83 Degrees*; *BioPulse*; *Tampa Bay Business Journal*; *Tampa Bay Times*

**Sponsorships:** \$19,000 raised - Seven law firms; a life science company, a biotech service company and a lab.

**Attendee Quotes:** "Very informative and well run;" "Educational;" "Knowledgeable speakers"

**February 6, 2012 – Turning Vision into Reality**

Keynote: Risa Stack, PhD, Partner, Kleiner Perkins Caufield Byers

**Breakout Sessions:**

- Early-Stage Biomedical Company Fundraising
- Personalized Medicine in Oncology
- The Future of Biotech in Tampa Bay
- Issues Facing Medical Device Companies

**Registrants:** Attendance: 332      **Sponsorships:** \$11,500

**January 31, 2011 – Share the Science, Secure the Success**

Keynote: Robert Tepper, MD, Partner, Third Rock

**Breakout Sessions:**

- Advantages of Life Science Capital Investments
- Due Diligence When Forming a Start-up Company
- Latest Trends in Biotechnology Licensing
- Bringing a Medical Device to Market in an Uncertain Environment

**Registrants:** Attendance: 310      **Sponsorships:** \$6,300

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**February 1, 2010 – *Vision + Drive = Innovation***

Keynote: Gary Nolan, PhD, Faculty Member, Department of Microbiology and Immunology at Stanford University

**Breakout Sessions:**

- Roles of the Co-Founders
- Raising Capital in a Sluggish Economy
- Technology Licensing: Viewpoints from Academia and Industry
- Exploring the Medical Device Industry in Tampa Bay

**Registrants:** Attendance: 270      **Sponsorships:** \$18,400

**January 29, 2009 – *Success Stories from Bench to Bedside***

Keynote: David Hale, Chairman and CEO of Hale BioPharma Ventures

**Breakout Sessions:**

- New Opportunities for Technology Licensing at Moffitt
- New Technologies in Commercial Development at Moffitt
- Government Funding for Biotech Startups
- Raising Capital from Venture Capitalists and Angel Investors

**September 25, 2007**

Keynote: Rusty Williams, MD, PhD, Founder of Five Prime Therapeutics

**Breakout Sessions:**

- Life Sciences 101
- The Mystery of Clinical Trials Unraveled
- Inside the Licensing Process

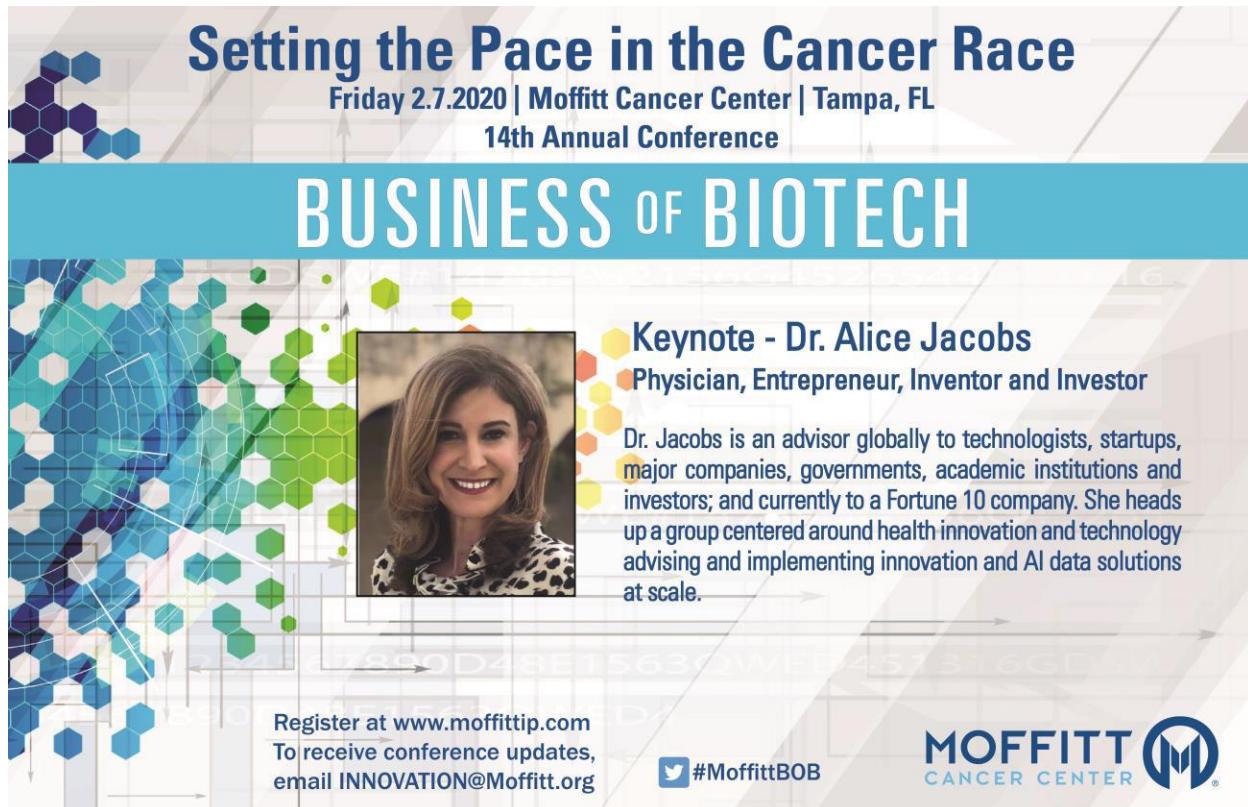
**September 7, 2006**

Keynote: Steven Gillis, PhD, ARCH Venture Partners

**Breakout Sessions:**

- 10 Secrets of Biotech Success
- Personalized Medicine

# 2020 Documents



**Setting the Pace in the Cancer Race**  
Friday 2.7.2020 | Moffitt Cancer Center | Tampa, FL  
14th Annual Conference

# BUSINESS OF BIOTECH

 **Keynote - Dr. Alice Jacobs**  
Physician, Entrepreneur, Inventor and Investor

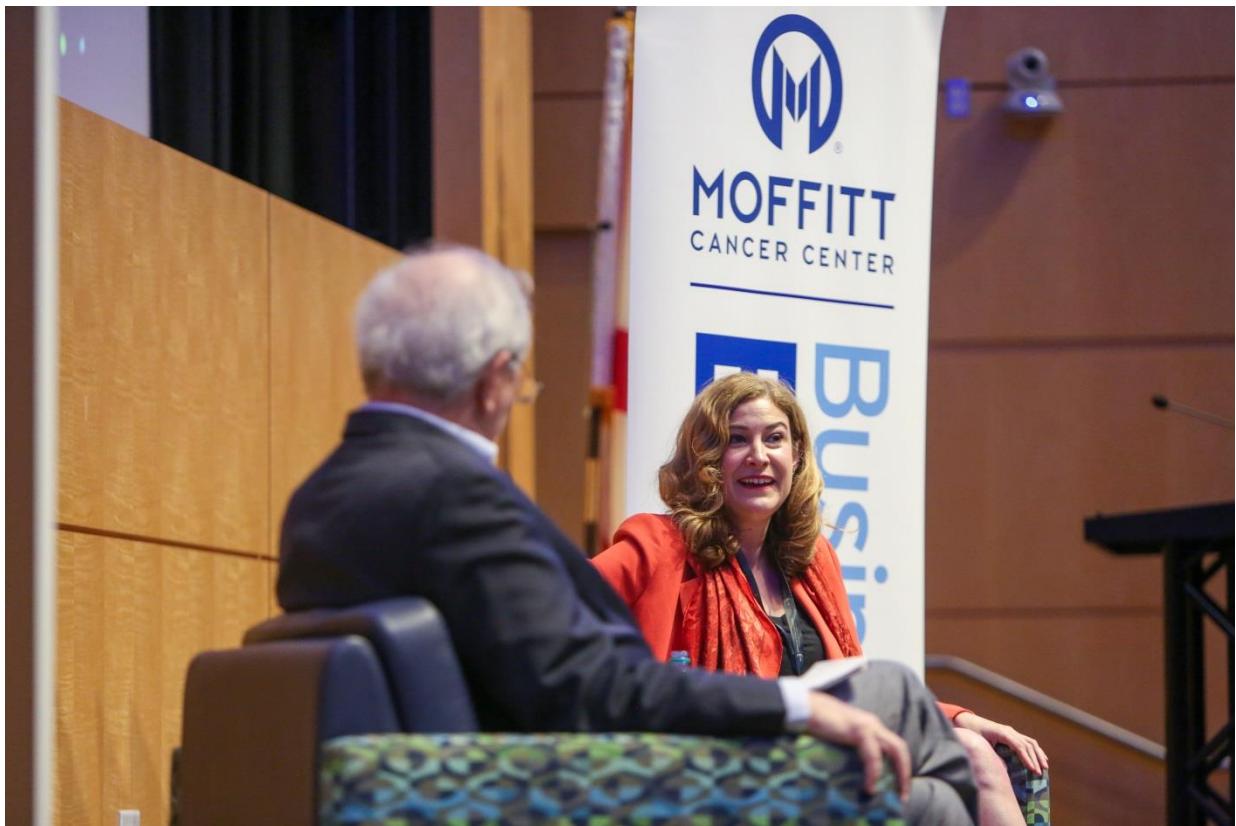
Dr. Jacobs is an advisor globally to technologists, startups, major companies, governments, academic institutions and investors; and currently to a Fortune 10 company. She heads up a group centered around health innovation and technology advising and implementing innovation and AI data solutions at scale.

Register at [www.moffittip.com](http://www.moffittip.com)  
To receive conference updates,  
email [INNOVATION@Moffitt.org](mailto:INNOVATION@Moffitt.org)

 #MoffittBOB

**MOFFITT** CANCER CENTER 







# Social Media Results



14,00

Followers on Moffitt's Twitter (@MoffittNews)



71

Uses of the hashtag #MoffitBoB



17

Mentions of "Business of Biotech" together with "Moffitt"



71,547

Total Reach



244,968

Total Impressions

14TH ANNUAL CONFERENCE

# BUSINESS OF BIOTECH

*Setting the Pace in the Cancer Race*

Friday 2.7.2020 | Moffitt Cancer Center | Tampa, Fl



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## MOFFITT 2019 INNOVATION INDEX





## AGENDA

8:30 – 9:15am	<b>BREAKFAST AND NETWORKING</b> ○ RICHARD O. JACOBSON ATRIUM
9:15 – 11:00am	<b>WELCOME AND KEYNOTE ADDRESS</b> • <b>Dr. Alice Jacobs</b> Physician, Entrepreneur, Inventor and Investor is interviewed by <b>Charles Gibson</b> , internationally renowned journalist and former anchor of ABC's <i>World News with Charles Gibson</i> and host of <i>Good Morning America</i> ○ COUCH AUDITORIUM
11:30am – 12:30pm	<b>BREAKOUT SESSIONS</b> • <i>AI: Navigating the Digital Health Super Highway</i> Moderator: Dr. Ross Mitchell, Moffitt Cancer Center ○ COUCH AUDITORIUM • <i>Baby You Can Drive My CAR(T): Future Challenges with Cell Therapy and Manufacturing</i> Moderator: Dr. Adam Mailloux, Moffitt Cancer Center ○ FERMAN CONFERENCE ROOM
12:30 – 2:00pm	<b>LUNCH AND NETWORKING</b> ○ RICHARD O. JACOBSON ATRIUM
1:15 – 1:45pm	<b>TOURS</b>
2:00 – 3:00pm	<b>BREAKOUT SESSIONS</b> • <i>Driving Your Funds to the Finish Line: VCs and Entrepreneurs Reveal What Count\$</i> Moderator: Todd Creech, HealthQuest Capital ○ COUCH AUDITORIUM • <i>The Immunotherapy Race: Putting Your Immune System in Drive</i> Moderator: Dr. Brian Ruffell, Moffitt Cancer Center ○ FERMAN CONFERENCE ROOM
OPEN ALL DAY	<b>BRAKE &amp; REFUEL</b> Network, charge your device and refuel ○ MURPHEY CONFERENCE ROOM



## KEYNOTE INTERVIEW

**Alice Jacobs, MD**  
**Physician, Entrepreneur,**  
**Inventor and Investor**



Based at Caltech – convening Nobel laureates and National Academy members to build the next generation of health and other deep technology solutions. These are foundational achievements with the potential to change the world. In this capacity Dr. Jacobs has become an advisor globally to technologists, startups, major companies, governments and investors.

Dr. Jacobs performed her first scientific experiments at 16 with Dr. Irving Weissman (discoverer of the stem cell) at Stanford and was then published in the field of developmental neurobiology at 19. Her independent research in neuroscience resulted in a paradigm shift in understanding the development of the cerebral cortex. While at Harvard Medical School, Dr. Jacobs cofounded a health technology receiving funding from both Bill Gates and Jeff Bezos. As Chair and CEO, she successfully brought multiple products through the FDA and onto five continents.

Dr. Jacobs has served as an advisor to Fortune 100 Companies as well as Third Rock Ventures/MIT/ Bob Langer, GE Ventures, FiNC Technologies, GreyBird Ventures and Essex Management—a Jacobs family investment vehicle. Advisory/investor roles including health/wellness, artificial intelligence/machine learning/computer vision/data analytics-driven applications, biotech, microbiome, genomics, neuroscience, synthetic biology and robotics/autonomous systems, cybersecurity, and sustainability.

Dr. Jacobs holds multiple patents and has been recognized by Scientific American as one of the top 50 innovators and by the World Economic Forum as a Young Global Leader, a 40 under 40 award by the Boston Business Journal as well as for Healthcare Innovation in Clinical Diagnostics by Frost & Sullivan. She holds a BA in Art History, a BS in Biological Sciences from Stanford with Honors in Developmental Neurobiology and an MD from Harvard Medical School.





## Charles Gibson

**Award Winning Journalist and Broadcaster  
Retired ABC News Anchor**



Charlie Gibson is a legendary American broadcast television anchor and journalist with more than 40 years of experience reporting from all over the globe. Mr. Gibson is a graduate of Princeton University, where he served as the news director for the University's radio station. Following a short stint in the US Coast Guard, he was hired as a producer, reporter and later an anchor for the local television network in Lynchburg, Virginia. In 1970, he moved to Washington DC where he served as an anchor for the local ABC network affiliate. Shortly after this role, Charlie joined the syndicated news service Television News, Inc (TVN). While at TVN, he covered the Watergate scandal investigations and subsequent resignation of President Richard Nixon.

His career with ABC News started in 1975 after his role with TVN. At ABC news Charlie reported on a wide array of national stories including investigations of government agencies, economic developments, Gerald Ford's presidential campaign and Ronald Reagan's legislative agenda. He served as chief correspondent at the House of Representatives for ABC News from 1981 to 1987. Many may remember Mr. Gibson as a popular anchor of the show "Good Morning America" from 1987 to 2006. During his tenure on "Good Morning America", Mr. Gibson covered many key events that shaped our world including terrorist attacks, presidential campaigns and debates, as well as election of a new Pope. Mr. Gibson also interviewed leaders from around the world. From 1985 to 1995, "Good Morning America" was the most-watched morning show on American television.

Following "Good Morning America", Gibson served as anchor for "World News with Charlie Gibson" from 2005 until his retirement in 2009. For his work in journalism, Charlie Gibson has been awarded several honorary doctorate degrees, multiple Emmy awards, the Paul White Award from the Radio Television Digital News Association, and the Fred Friendly First Amendment Award from Quinnipiac University.



# AI: NAVIGATING THE DIGITAL HEALTH S

11:30 a.m. - 12:30 p.m. - Ted and Marty Couch Auditorium

## MODERATOR



Ross Mitchell, PhD  
Moffitt Cancer Center  
Artificial Intelligence Officer  
Senior Member, Department of Biostatistics and Bioinformatics

J. Ross Mitchell, PhD, is the Artificial Intelligence Officer, and a Senior Member of the Research Staff at Moffitt Cancer Center. He moved from Mayo Clinic Arizona in 2019 to become Moffitt's inaugural Artificial Intelligence Officer. In this role he leads efforts to develop digital tools that utilize artificial intelligence and other advanced technologies to improve the efficiency and quality of cancer care. Dr. Mitchell is also a Senior Member of Moffitt's Department of Biostatistics and Bioinformatics, and collaborates with fellow research faculty to optimize projects utilizing artificial intelligence applications. He is one of four Principal Investigators of a \$3.6 million grant from the U.S. National Cancer Institute, designed to unravel the connections between medical imaging, genomics and disease progression in brain cancer. Dr. Mitchell has BS and MS degrees in Computer Science from the University of Regina, and a PhD in Medical Biophysics from the University of Western Ontario.

## PANELISTS



Alice Jacobs, MD  
Physician, Entrepreneur,  
Investor and Inventor

Based at Caltech - convening Nobel laureates and National Academy members to build the next generation of health and other deep technology solutions, Dr. Jacobs has become an advisor globally to technologists, startups, major companies, governments, and investors. Advisory and investor interests include but are not limited to artificial intelligence and machine learning as well as data analytics and computer vision-driven applications. She holds a BA in Art History, a BS in Biological Sciences from Stanford with Honors in Developmental Neurobiology and an MD from Harvard Medical School. While at Harvard Medical School, Dr. Jacobs co-founded a health technology receiving funding from both Bill Gates and Jeff Bezos. As Chair and CEO, she successfully brought multiple products through the FDA and onto five continents. Dr. Jacobs holds multiple patents and has been recognized countless times by top tier scientific and media outlets.



Shez Partovi, MD  
Life Sciences, Genomics,  
Medical Devices, AgTech  
Amazon Web Services

Dr. Shez Partovi obtained his medical degree from McGill University in Montreal, Canada and completed his neuroradiology subspecialty training at Barrow Neurological Institute in Phoenix, AZ. He is a serial entrepreneur and has launched a number of health IT companies, one of which was a telehealth company built on AWS. After a decade of clinical practice, Dr. Partovi transitioned to Dignity Health where he served as Chief Health Information Officer and Chief Digital Officer/SVP of Digital Transformation. In these roles, Dr. Partovi oversaw the deployment of Cerner and he was responsible for the digital experience of consumers, patients, and providers enterprise-wide. Shez joined Amazon Web Services in 2018 as the Worldwide lead for Healthcare, Life Sciences and Genomics. He is currently working on over a dozen large scale initiatives across the globe and has a unique perspective of the opportunities to transform healthcare worldwide.



## SUPER HIGHWAY



**Randa Perkins, MD**  
Chief Medical Information Officer  
Senior Director, Medical Informatics  
Moffitt Cancer Center

Dr. Randa Perkins is the Chief Medical Information Officer (CMIO) at Moffitt Cancer Center. As CMIO, she is responsible for contributing to the long-term vision of IT health systems at Moffitt, and the Clinical Informatics Department, which facilitates both implementation and optimization of the electronic health record (EHR) and its various uses. Dr. Perkins is a former computer programmer who earned her medical degree from the Florida State University College of Medicine. Her background in programming has led to the discovery of processes combining IT and medicine for better EHR utilization for physicians. She completed her residency at the Tallahassee Memorial Family Medicine Residency Program, serving as chief resident. Prior to joining Moffitt, she was Tallahassee Memorial HealthCare's Executive Director of Medical Informatics. Dr. Perkins continues her clinical practice as well, seeing patients in Moffitt's Ambulatory Internal Medicine clinic, providing direct medical care for Moffitt patients.



**Tyler Wagner, PhD**  
Head of Biomedical Research  
nference

Dr. Tyler Wagner is the Head of Biomedical Research at nference, a startup developing an AI software platform for real-time, automated extraction of knowledge from scientific, clinical, regulatory and commercial datasets. Prior to joining nference, Dr. Wagner obtained his PhD in the Weiss lab (MIT) and Densmore lab (BU) where he engineered an RNA virus into a multi-functional platform for regulated gene delivery. He continued with a postdoc in the Weiss lab where he explored *in vivo* regulatory strategies for self-amplifying RNA therapeutics. At nference, he is currently leading research projects with aims ranging from target identification to label expansion, and is working to apply machine learning to outstanding questions in multiple therapeutic areas, including cardiology, metabolism, and neuroscience.





## BABY YOU CAN DRIVE MY CAR(T): FUTURE THERAPY AND MANUFACTURING

11:30 a.m. - 12:30 p.m. - Ferman Family Conference Room

### MODERATOR



Adam Mailloux, PhD  
Assistant Member  
Immunology Department  
Assistant Director, Cell Therapies Facility  
Moffitt Cancer Center

Dr. Mailloux is an Assistant Member in the Department of Immunology. Prior to joining the faculty, Dr. Mailloux served as postdoctoral fellow and research scientist at Moffitt where he explored the pathophysiology of hematopoietic disease in the context of immune homeostasis as well as the development of novel methods to isolate and expand tumor-reactive infiltrating lymphocytes for therapeutic use. His current research interests focus on the design and implementation of novel approaches to boost the effectiveness of anti-cancer immunotherapies. His research programs complement the strengths of the Immunology Program and ensure the successful evolution of our state-of-the-art Cell Therapy Facility, where he also serves as the Assistant Technical Director. Adam received his bachelor's degrees in chemistry and biochemistry from the University of Charleston and his PhD in microbiology and immunology from the Medical University of South Carolina.

### PANELISTS



Cécile Chartier, PhD  
Vice President, Research  
lovance Biotherapeutics

Cécile Chartier, Ph.D. is currently serving as Vice President of Research at lovance Biotherapeutics. She led OncoMed Pharmaceuticals' Target Validation group from 2005 to 2017, as a Senior Director. From 2001 to 2004, Dr. Chartier was a Scientist III in Berlex Biosciences' Gene Therapy department. Her career as a scientist started at the French Biotechnology company Transgene. Dr. Chartier is a Molecular Biologist by training. She obtained her Bachelor's, Master's, and Ph.D. in 1987, 1988, and 1993 from the Université Louis Pasteur of Strasbourg, France. She pursued post-doctoral training at Harvard Medical School in Boston from 1997 to 2000, followed by one year at Stanford University in 2001.



William Go, MD, PhD  
Sr. Vice President &  
Head of Development  
A2 Biotherapeutics

As Senior Vice President and Head of Development at A2 Biotherapeutics, Will's organization oversees process development through to clinical development, utilizing A2's novel platform technology to develop immunocellular therapy in serious diseases including cancer. Prior to A2 Bio, Will worked at Kite Pharma, where he led the ZUMA-1 pivotal study and FDA approvals of YESCARTA®. Prior to Kite Pharma, Will worked at Amgen where he played an instrumental role in the clinical development of Vectibix® in colorectal cancer as well as identifying new predictive biomarkers, as a Medical Director in Global Clinical Development. Will received his BA in Biology from Carleton College and then his PhD as well as MD from the University of California San Diego. He also completed his internal medicine residency, hematology/oncology fellowship at UCSD.

# UTURE CHALLENGES WITH CELL



TJ Langer  
Founder & CEO  
Myst Therapeutics

TJ Langer has a background in biomedical engineering and has been in the industry for 15 years. As one of the early employees at Kite Pharma, he worked to develop the successful, FDA-approved YESCARTA® CAR-T product from pre-IND to BLA approval. After the Gilead acquisition, he led the development of engineered T cell products targeting neoantigens. His new biotechnology company, Myst Therapeutics, aims to make cancer cell therapy for solid tumors more effective and accessible to patients.



Paul Stead, PhD  
Vice President  
Business Development  
Adaptimmune Therapeutics

Paul Stead is Vice President of Business Development at Adaptimmune Therapeutics. Adaptimmune is a leader in the discovery and development of TCR T-cell therapies for treatment of solid tumors. Prior to joining Adaptimmune, Paul worked in senior business development roles at Inovio Pharmaceuticals, Nimbus Therapeutics, and GlaxoSmithKline. Paul obtained a Bachelor of Pharmacy degree from the University of Bath, UK, and holds a PhD (University of Nottingham, UK) and an MBA (Lehigh University, Bethlehem, PA).



José Vidal, PhD  
Senior Vice President  
Quality Assurance &  
Process Sciences  
Atara Biotherapeutics

Dr. José Eduardo Vidal joined Atara Biotherapeutics in 2018. Prior to Atara, Dr. Vidal served as Vice President, Drug Substance Operations at Amgen managing a \$500 million budget across their global drug substance manufacturing network. He was also Amgen's Executive Director, Process Development, where he collaborated closely with manufacturing and quality to accelerate the delivery of a product portfolio comprised of over ten Phase 3 products. José also held several senior roles at Pfizer, as well as Wyeth and Biovail with a focus on global manufacturing and quality operations. José received his bachelor's degree in molecular biology, master's degree in molecular endocrinology and biochemistry and PhD in biochemistry and cellular molecular biology all from the University of Puerto Rico, Rio Piedras.

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## DRIVING YOUR FUNDS TO THE FINISH REVEAL WHAT COUNT\$

2:00 p.m. - 3:00 p.m. - Ted and Marty Couch Auditorium

### MODERATOR



Todd Creech  
Partner, HealthQuest Capital

Todd Creech is a partner at HealthQuest Capital, a growth equity, private equity firm investing in commercial-stage companies across the healthcare industry. Over the last 10 years, Todd has served as a healthcare CFO, helping build several successful companies to profitable exits. He joined HealthQuest in 2016 to bring his operations and financial experiences to innovative companies that are primed for growth with the right plan and execution. He currently serves as board member of HealthQuest portfolio companies Alcresta, BioIQ, and Etairos and an observer for HealthChannels, Springbuk, InMediata, Avedro, and Venus Concept. During his CFO tenure, he has raised more than \$500M in equity and debt, helping to build operations and companies that generated over \$3.5B in exits. Todd holds bachelor's degrees in Finance and Accounting from Miami (Ohio) University and an MBA from Duke University.

### PANELISTS



**James Bianco, MD**  
Founder and Executive Chairman  
TuHURA BioPharma, Inc.

Dr. Bianco is the principle founder and Executive Chairman of TuHURA BioPharma, an immuno-oncology start up spun out of the Moffitt Cancer Research Center. He also serves as Chief Development Officer at Drais Pharmaceuticals focusing on identifying, acquiring or licensing novel drug candidates for new start-ups. Previously, he served as the principal founder and CEO of CTI Biopharma for 24 years, leading the company to the commercial launch of 3 novel therapeutics. Dr. Bianco earned his M.D. from the Mount Sinai Icahn School of Medicine and completed his residency at the Mount Sinai Medical Center in NYC. He completed his fellowship in Hematology/Oncology at the University of Washington/Fred Hutchinson Cancer Research Center (FHCRC) where he was a member of the faculty and Director of the Bone Marrow Transplant Unit. He is an inventor on 16 issued patents.



**Benjamin Chen, PhD**  
Venture Partner  
Panacea Venture

Dr. Benjamin Chen is a Venture Partner with Panacea Venture, a global life science venture fund. Most recently, Benjamin served as the CEO of ImaginAb, Inc., a company developing a cutting edge platform to address an urgent unmet need in immuno-oncology. Immediately before that, he was the Chairman and CEO of London based Immune Targeting Systems, leading the immune therapy company through significant strategic growth, innovative product development and establishing a presence in France and North America. Prior to returning to operational roles, he spent nine years as a Managing Director at Burrill & Company, a global life sciences venture firm where he evaluated investment opportunities, assisted a global clientele in completing licensing, partnering and M&A transactions. Dr. Chen received his academic training in Microbiology and Immunology at the University of Wisconsin-Madison and Stanford University.

## LINE: VCS AND ENTREPRENEURS



**Geoffrey Duyk, MD, PhD**  
Founder and Managing Partner  
Circularis Partners

Dr. Duyk is Founder and Managing Partner of Circularis Partners, a group focused on supporting technology-enabled companies that advance the circular economy and promote sustainability as well as resource efficiency. Prior to Circularis, Dr. Duyk was the Managing Director and Partner of TPG Alternative & Renewable Technologies/TPG Biotechnology. Dr. Duyk has also held several executive roles in industry research and development. Prior to industry, Dr. Duyk was an Assistant Professor at Harvard Medical School in the Department of Genetics and an Assistant Investigator of the Howard Hughes Medical Institute. Dr. Duyk holds an MD and PhD from Case Western Reserve University. He completed his medical and fellowship training at the University of California, San Francisco. While at UCSF, Dr. Duyk was a fellow of the Lucille P. Markey Foundation and was awarded a post-doctoral fellowship from HHMI.



**Myla Lai-Goldman, MD**  
Founder and Executive  
Chairperson  
GeneCentric Therapeutics

Dr. Lai-Goldman is Co-Founder and Executive Chairperson of GeneCentric Therapeutics. She served as CEO and president from 2011 through 2018. Dr. Lai-Goldman spent more than 18 years at Laboratory Corporation of America (LabCorp), the last 10 years as Executive Vice President, Chief Medical Officer and Chief Scientific Officer. During her tenure at the company, she led all clinical, scientific and medical activities, including the introduction of more than 400 clinical assays. Her experience includes the development of partnerships, licensing, and acquisitions. After leaving LabCorp, Dr. Lai-Goldman became a Venture Partner at Hatteras Venture Partners and is the managing partner of Personalized Science, a consulting company founded to assist customers achieve successful adoption of innovative diagnostics. Dr. Lai-Goldman received her BS from the University of Pennsylvania and MD from Columbia University. Dr. Lai-Goldman is board-certified in anatomic and clinical pathology.



**Michael Luther, PhD**  
President and CEO  
Teewinot Life Sciences Corp.

Dr. Luther is currently the CEO of Teewinot Life Sciences, a global leader in the development and production of cannabinoids and their derivatives for consumer and pharmaceutical markets. Previous roles include the Vice President and Head of R&D for Merck-Canada leading Merck's global discovery efforts in inflammation and metabolic disease, as well multiple roles with GlaxoSmithKline including Vice President in Discovery Research. At GSK, he led multiple teams that led to the successful launch of new therapeutics in oncology and metabolic disease. Dr. Luther holds Bachelor of Science degrees from North Carolina State University, a PhD from the St. Louis University School of Medicine, and an MBA from Duke University. He is the author of over 65 publications and holds issued patents in diagnostics and pharmaceuticals.





## THE IMMUNOTHERAPY RACE: PUTTING THE SCIENCE INTO PRACTICE

2:00 p.m. - 3:00 p.m. - Ferman Family Conference Room

### MODERATOR



Brian Ruffell, PhD  
Assistant Member  
Immunology Department  
Moffitt Cancer Center

Brian Ruffell, PhD received his doctorate in Immunology at the University of British Columbia, completed postdoctoral studies in Cancer Immunology at the University of California, San Francisco and Oregon Health and Science University, and joined the faculty at the Moffitt Cancer Center and Research Institute in Tampa, Florida in 2015. The Ruffell lab is focused on discovering how macrophages and dendritic cells regulate the efficacy of standard-of-care therapeutics, especially in poorly immunogenic, hormone-driven malignancies, with the ultimate goal of targeting these cells to enhance anti-tumor immunity.

### PANELISTS



Mark Cantwell, PhD  
Chief Scientific Officer  
Memgen



Matthew Collinson-Pautz, PhD  
Senior Scientist  
Bellicum Pharmaceuticals

Mark Cantwell, PhD is the Chief Scientific Officer of Memgen, LLC. In this role, he is responsible for the development of Memgen's cancer immunotherapy pipeline, including its lead drug product MEM-288, a powerful new oncolytic adenovirus developed in collaboration with scientists at Moffitt Cancer Center. Dr. Cantwell has extensive research and industry experience in cancer immunotherapy drug discovery and development with a special focus on viral cancer immunotherapy. Dr. Cantwell has authored numerous peer-reviewed publications, including articles in the high-impact scientific journals such as *Nature Medicine*, *Nature Communications*, and *Journal of Clinical Investigation*. Dr. Cantwell is an inventor on multiple technologies including MEM-288 which directly targets cancer cells and supercharges the immune system. Dr. Cantwell has a PhD in Biomedical Sciences from the University of California San Diego where he specialized in cancer immunotherapy and gene therapy advancements.

Matthew Collinson-Pautz is a Senior Scientist in Translational Research at Bellicum. Joining Bellicum in 2016, Matthew initially worked in the early preclinical discovery group developing novel technologies to enhance the performance of adoptive cell therapies, including CAR-T. From there, he transitioned to the clinical side of drug development, where he currently works on biomarkers for Bellicum's lead GoCAR-T program, BPX-601, in advanced solid tumors. He received his BA from Augustana College and his PhD in Translational Biology and Molecular Medicine from Baylor College of Medicine.



## G YOUR IMMUNE SYSTEM IN DRIVE



Patricia Lawman, PhD  
Co-Founder and CEO  
Morphogenesis, Inc.



Nathalie Scholler, MD, PhD  
Director, Translational Medicine  
Kite Pharma

Patricia Lawman, PhD, co-founder and CEO of Morphogenesis, Inc., received her graduate education in molecular biology and immunology from the College of Medicine at the University of Florida where she served as a Postdoctoral Fellow in Pediatric Hematology and Oncology. Prior to founding Morphogenesis, Dr. Lawman was Division Director of Cancer Molecular Biology at the Walt Disney Memorial Cancer Institute in Orlando, FL, where she initiated and coordinated molecular biology, gene targeting and universal stem cell projects. She has held adjunct faculty positions at the University of Central Florida and the University of South Florida and has served on numerous committees at local/state/federal levels. Dr. Lawman holds over 25 patents and as many publications, and has received multiple honors including 2012 Tampa Bay Business Journal Technology Business Woman of the Year. Under her direction, Morphogenesis has raised over \$25M and is about to enter Phase II human clinical trials for its cancer immunotherapy.

Dr. Scholler is a Director in the Translational Medicine department of Kite, a Gilead company where she manages Kite's External Research Collaborations with academic laboratories to advance the understanding of cellular therapy mechanisms of action and resistance. Previously, Dr. Scholler led the Cancer Immunology group at SRI International, developing novel strategies of cancer immunoprevention and targeted imaging with recombinant antibodies (nanobodies). Prior to SRI, Dr. Scholler was an Assistant Professor at the University of Pennsylvania and her laboratory isolated various recombinant antibodies. Her reagents have been used both as diagnostic assays (biobodies) and for clinically relevant applications, including to target CAR-T cells in collaboration with Carl June's laboratory. Dr. Scholler was born and educated in Marseille, France, where she obtained an MD and a PhD in Immunology. She has published 60 manuscripts, editorials, and book chapters, as well as 13 granted patents.

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To sign up for updates, email: [innovation@moffitt.org](mailto:innovation@moffitt.org)



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Moffitt Cancer Center, a stand-alone institution located in Tampa, Florida, has a major research enterprise dedicated to the prevention and cure of cancer. Moffitt's interdisciplinary research teams and entrepreneurship culture creates a fertile ground for innovation.

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