

Brandon J. Price, Ph.D.



Dr. Price is a scientist, businessman and entrepreneur, with more than 30 years in the biopharmaceutical industry. He is currently Executive Vice President of Business Development at Nascent Biotech (a clinical-stage public company developing cancer biologic drugs) and, with Dr. Fernando Larios, he has formed Biogenin, S.A.P.I. de C.V., located in Guadalajara, Mexico, which is developing and licensing new human and veterinary pharmaceuticals primarily for the Latin American market. In early 2016, Dr. Price was appointed the *Ben J. Rogers Chair in Entrepreneurism* of the College of Business at Lamar University (Beaumont, TX), and in early 2017 was elected to the GOOSE (Grand Order of Successful Entrepreneurs) Society of Texas. Dr. Price has been CEO of GalenBio, Inc, a synthetic vaccine company, Oncometa Pharmaceuticals, Inc., a small molecule company developing cancer and metabolic disorder drugs, Cognate Therapeutics, a stem cell company, President and CEO of Goodwin Biotechnology, a biologics contract manufacturing organization and he was the first CEO of CropTech Corporation, where he wrote the company's business plan and raised its first round of private financing. Formerly, he worked for Cardinal Health, a Fortune 16 company, where he was Vice President of Biotechnology Services. Dr. Price has also held senior-level management positions at BioReliance, where he was a key member of the team that led the company public in 1997, at Damon Biotech in the U.K. and Ortho Diagnostic Systems, a Johnson & Johnson Company. In addition, he co-founded the Institute for Cell Analysis at the University of Miami (FL), the International Center for Entrepreneurial Excellence at the University of Guadalajara, and Quality Biotech, a successful biosafety testing company. He has served as Board Chairman of the Virginia Biotechnology Association and Maryland's counterpart, MdBIO. Dr. Price was named as the 2001 Biotechnology Leader of the Year in Virginia and was appointed by Governor Warner as co-chair of the Virginia Biotechnology Initiative. He currently sits on the Boards of CanniMed Therapeutics, Inc. (Saskatoon, Canada), OcuSciences, Inc. (Ann Arbor, MI), LumaCyte LLC (Charlottesville, VA) and Nascent Biotech, Inc. (Vero Beach, FL), He also served on the Scientific Advisory Board for Pall Biopharma, the Boards of Corgenix Medical Corporation (Broomfield, CO) and the Virginia Biotechnology Research Park (Richmond, VA), and currently Chairs the Advisory Board for the Professional Science Master's Program in Bioinformatics at Virginia Commonwealth University (Richmond, VA). Presently, he is Adjunct Professor in the Business School at Virginia Commonwealth University, where he teaches a course entitled "Entrepreneurism and Business Planning for Innovation Driven Companies". This course has been taught at the University of Guadalajara, ITESO and Panamerican University - all in Guadalajara. He holds the B.S. and Ph.D. degrees in Biophysics from the University of Michigan in Ann Arbor and is the author of more than 50 articles in the scientific and business literature. He resides with his wife Susie on Lake Chapala, south of Guadalajara, México.

Entrepreneurism in Engineering

(Why Entrepreneurial Thinking is so Important)



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The 21st Century has been characterized as the “Century of Technology”. The concepts of knowledge, technology, entrepreneurship and innovation are central to the growing economic doctrine - referred to as “innovation economics” – that positions them at the center of the economic model, rather than as independent forces that are largely unaffected by economic policies. Indeed, during 2016, worldwide patent applications were yet again dominated by engineering fields.

In this talk, we will focus on entrepreneurship, how entrepreneurial thinking is so critical to innovation and development in the engineering sciences, and precisely - what is “innovation”? During the discussion, we will address such burning issues as:

What is the “**superstory**” of our time, and why is entrepreneurship so critically important to the world’s economy?



What is “**creative destruction**” and how is its increasing acceleration dramatically changing the world’s economy?

The concept of “**domain convergence**” and how this creates opportunity for engineering (and other) entrepreneurs



How much money does **Bill Gates** make in 5 minutes?



This talk will conclude with a rapid-fire demonstration of how fast the world is changing – and why innovation and entrepreneurism are so important a part of the engineering curriculum in the 21st century university.

The Lean Startup

(What you need to know)



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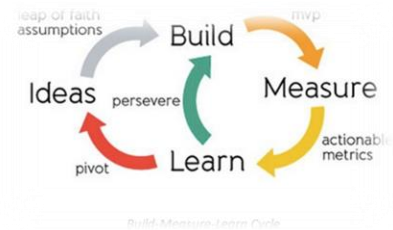
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In this talk, we will focus on the "lean startup" concept, originally developed by Eric Reiss for software development start-ups, expanded to all types of entrepreneurial start-ups, further expanded to all kinds of companies (e.g., General Electric), and is now being touted for governments!?! During the discussion, we will address such burning issues as:



Why do most "**start-ups**" fail?

Why and how "**Lean startup**" is really a "**process**"



Why "**feel-good metrics**" are far worse than "**actionable**" metrics

The "**pivot**" – how to change strategy without changing vision ...



This talk will conclude with a discussion of how "lean startup" has been employed in large enterprises, and how it might be considered an important strategic component, or "**fundamental discipline**" of any modern company.