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MSEC SEMINAR AND COMMERCIALIZATION FORUM

INVITED SPEAKER:

DR. BRANDON PRICE

“INNOVATION MARKETING”

March 15th, 2019

1:30 – 3:00 PM

RFM 3241



Biography:

Dr. Price is a scientist, businessman and entrepreneur, with more than 30 years in the biopharmaceutical industry. In March of 2018, with four partners, he co-founded and is interim CEO of Ethicann Pharmaceuticals Inc., a Canadian company focused on cannabinoids as ethical pharmaceuticals. The seed round is completed and corporate collaborations are being setup. He is also 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), in early 2017 was elected to the GOOSE (Grand Order of Successful Entrepreneurs) Society of Texas, and in early 2019 was named Entrepreneur in Residence in the College of Science and Engineering at Texas State University (San Marcos, TX). 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

FOR MORE INFORMATION OR IF YOU WOULD LIKE TO HAVE LUNCH WITH THE SPEAKER,
PLEASE CONTACT DR. SHANNON WEIGUM AT SWEIGUM@TXSTATE.EDU

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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 OcuSciences, Inc. (Ann Arbor, MI), LumaCyte LLC (Charlottesville, VA), Nascent Biotech, Inc. (Vero Beach, FL) and Ethicann Pharmaceuticals (Toronto, CA). He also served on the Scientific Advisory Board for Pall Biopharma, the Boards of Corgenix Medical Corporation (Broomfield, CO), CanniMed Therapeutics (Saskatoon, SK), and the Virginia Biotechnology Research Park (Richmond, VA). Presently, he is Adjunct Professor in the Business School at Virginia Commonwealth University, and is a visiting Professor in the Universidad Panamericana School of Engineering, where he teaches a course entitled "Entrepreneurism and Business Planning for Innovation Driven Companies". This course has been taught at the University of Guadalajara and ITESO (in Guadalajara) and Panamerican University (in Mexico City). 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.

Abstract:

See attached flyer.

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Innovation Marketing

(Not your textbook "4Ps")



Brandon J. Price, Ph.D.

Ben J. Rogers Chair in Entrepreneurship, Lamar University College of Business, Beaumont, TX USA

Entrepreneur in Residence, TSU MSEC Program, San Marcos, TX USA

Biogenin, S.A.P.I. de C.V., Guadalajara, Jal., México

The right marketing strategy (and execution) is critical to an entrepreneur's success. In this talk, we focus on what marketing really is, and what it is not. We will outline the "customer purchase decision process" and show how this relates to customer "attitudes" and "behavior" (which are inextricably and cognitively linked). During the discussion, we will address such burning issues as:



What, really, is the difference between "*marketing and sales*"?
(The answer may surprise you ...)

Customers don't buy "*products or services*" ... what are they really buying?



How does a "*product*" become a "*brand*"?

How do you "*position*" and "*differentiate*" your product in the marketplace?



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