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MSEC SEMINAR AND COMMERCIALIZATION FORUM



INVITED SPEAKER:

DR. BRANDON J. PRICE

“ENTREPRENEURISM & GLOBALIZATION”

September 6th, 2019

1:30 – 3:00 PM

RFM 3224

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

FOR MORE INFORMATION OR IF YOU WOULD LIKE TO HAVE LUNCH WITH THE SPEAKER,
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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 OcuSciences, Inc. (Ann Arbor, MI), LumaCyte LLC (Charlottesville, VA), Nascent Biotech, Inc. (San Diego, CA), Ethicann Pharmaceuticals (Toronto, CA) NABACO, Inc. (San Marcos, TX), and Goodwin Biotechnology Inc (Plantation, FL). 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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Entrepreneurism & Globalization

Ideation, Innovation & Roadmaps



Brandon J. Price, Ph.D.

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

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

Entrepreneur in Residence – Texas State University, San Marcos, TX USA

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.

In this talk, we will focus on the entrepreneurial pathway from ideas to ideation to innovation and, along the way, define these terms precisely. We will also address such burning questions as:

What is the “*entrepreneurial process*” and how is this so critically important to the global economy?



What do “*Italian renaissance coffee houses*” have to do with ideas?

What is “*ideation*” and how does that lead to “*innovation*”? And, what exactly is “*innovation*”?



Why Andrew Grove (co-founder of Intel) was *dead wrong* about Christopher Columbus (co-founder of America)

Also along the way, we’ll learn about neonatal baby warmers made from car parts, how the Executive VP of Marketing of an \$80 billion corporation thought biotechnology was a “passing fad”, and what your grandchildren might be saying to you around the dinner table 30 years from now ...