Advanced Portfolio Management Masterclass for The Pharma and Biotech Industry

Create Business Cases For Your R&D Investments, Quantify and Manage Risks, Value Risky Assets, Maximize Portfolio Value, Prioritize Investments, Balance Portfolios, Enable Executive Decision-making

October 27 - 29, Frankfurt

- Learn the critical factors that drive portfolio management strategy and use the company’s strategic plan and business goals to align team behavior
- Become a practitioner of CREOPM™ – a unique, holistic framework for business unit and enterprise portfolio management
- Follow a step-by-step guide to position your portfolio for short-, medium-, and long-term success
- Differentiate between discretionary and non-discretionary R&D investments
- Quantify project, program, and portfolio risk and create effective risk mitigation plans
- Evaluate risky assets with uncertain future value and learn how to decompose complex investment decisions using Decision Trees
- Maximize portfolio value using powerful optimization techniques
- Prioritize investments using models based on quantitative and qualitative criteria
- Manage stakeholder expectations and facilitate timely executive decision-making by knowing what questions to ask, which analyses to conduct, and how to present data and information
- Improve your organization’s portfolio management capabilities and position your organization for success by exploring best-in-class approaches.
Overview

In an era of declining R&D productivity and unprecedented loss of blockbuster patent exclusivity, the need to maximize the value of its core assets under ever constrained budgetary and human resources has never been more critical to the Pharmaceutical and Biotechnology industry. An integral part of strategic and business planning, the portfolio management process influences decisions that directly impact company fortunes — especially when advancing the right compounds under risk and uncertainty to create the potential for billions of dollars in long-term revenue.

Effective portfolio management requires foresight, discipline, preparation, and diligence, a serious challenge given the daily pressures faced by all organizations. Top-performing companies review, refresh, and execute their portfolio strategies on a continual basis through the application of excellent process, methodology, analysis, and decision-making. For many organizations, however, numerous obstacles make it difficult to adopt a sustainably successful approach to portfolio management.

This Masterclass is your roadmap to maximizing portfolio value in accordance with management’s strategic and financial goals. Designed to improve companies’ abilities to progress compounds from the pre-clinical stage to commercial brand management, it showcases benchmarks and best practices for teams managing investments across the entire value chain – pre-clinical and clinical projects as well as marketed brand products.

The Masterclass will introduce the CREOPM™ Methodology, a unique, holistic framework for Portfolio Management developed by the trainer – Dr. Richard Bayney – President of Project & Portfolio Value Creation. Dr. Bayney, a 23-year veteran of the Pharmaceutical and Biotechnology industry, was Head of Strategic Planning at Bayer and Head of Portfolio Management & Decision Analysis at Bristol-Myers Squibb and Johnson & Johnson. CREOPM™ is an overarching Portfolio Management framework comprised of the following steps:

- Categorize
- Risk Analysis
- Evaluate
- Optimize
- Prioritize
- Manage

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Reinforce your portfolio management strategy and enable execution with the CREOPM™ framework

Follow a step-by-step guide to improve strategic planning, create the criteria necessary to advance some projects while discontinuing others, and make the best use of constrained budgetary and human resources by maximizing strategic and financial value. Understand team members’ roles in portfolio analysis and how to influence executive decision-making irrespective of your hierarchical level within the organization.

Create nimble development strategies, boost revenues, and extend market exclusivity

Portfolio management of branded medicines stretches from discovery to patent expiration, so it is important to ensure that the transitions from drug discovery to clinical development, registration, and lifecycle management are relatively seamless through a carefully orchestrated ‘push-pull’ mechanism i.e. ‘push’ from discovery and ‘pull’ from commercial. Learn how to create investment options, enable efficient decision-making, analyze ROI, and continuously build equity by maximizing portfolio value under constrained budgetary and human resources.

Build portfolio management excellence

In a rapidly evolving and increasingly competitive business environment, every company must strive to make the best use of its constrained resources by furthering those assets which, despite their inherent risks and uncertainties, are likely to provide sustainable growth. Irrespective of whether a formal group oversees the portfolio management process, executives expect that the best data and information will be presented to them in order for logically consistent and defensible decisions to be made. Explore the different capabilities required to build portfolio management excellence, examine how budgets and human resources can best be utilized, and track the enhanced value of better decision-making processes. Finally, create an organizational culture in which every stakeholder sees himself/herself as a contributor to successful enterprise portfolio management.

The Masterclass begins with well-founded theory and quickly moves to practical implementation and executive decision-making based on the trainer's expertise and experience with 3 major Pharmaceutical and Biotechnology companies (1996-2007) as well as consulting across several industry verticals (2008-present).

Dr. Bayney's emphasis is on helping organizations move from portfolio value creation to portfolio value maximization by putting in place sequential building blocks to attain protracted excellence in portfolio management.
Who should attend:

The course is designed for professionals in the Pharmaceutical and Biotechnology industry who are involved in Research and Development, Project Management, Portfolio Management, Strategic & Business Planning, Product Development, Marketing and Business Development.

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Trainer Profile:

Dr. Richard Bayney is President & Founder of Project & Portfolio Value Creation (PPVC), a consulting boutique providing training and education in Project, Program, Portfolio, Resource, and Risk Management as well as consulting services in Scenario, Strategic, Business, and Portfolio Planning.

He is an adjunct faculty member at the University of Pennsylvania lecturing to graduate and executive students in ‘Project Portfolio Management’ and ‘Decision Modeling’. He has trained hundreds of R&D and IT professionals in the Pharma and Biotech, Consumer Goods, and Healthcare Insurance industries in Decision Analysis, Risk Analysis & Risk Management, Asset Valuation, and Portfolio Management.


In his previous position at Johnson & Johnson, Richard was Vice President, Portfolio Management & Decision Analysis. He has spent 11 years building and leading departments in Strategic Planning, Decision Analysis, and Portfolio Management, 2 years as an International Project Manager for a marketed cardiovascular drug, and 10 years in Molecular Biology research into gene expression in drug detoxification systems and in Alzheimer’s Disease.

Dr. Bayney obtained his M.Sc. and Ph.D. from University of London, MBA from Columbia University, and PMP from the Project Management Institute.

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Testimonials

“Dr. Bayney is universally recognized as a thought leader and practitioner in the area of Project Portfolio Management. In addition to his vast experience and deep industry knowledge in PPM, his unwavering dedication to ensuring organizations utilize appropriate strategic and operational processes, methodologies, and tools to meet their needs and achieve their targets is boldly evident. His personality, style, and approach have ensured effective interactions with class participants and stakeholders enabling contributions for PPM at top quality levels and in record time to fully and enthusiastically support a sustainable and effective decision-making process. He has trained over 100 of our staff from multiple divisions and I have been delighted by Dr. Bayney’s performance and value his commitment to Project Portfolio Management and to our organization. I have no hesitations in recommending Dr. Bayney to other organizations wishing to secure the services of an expert, dedicated, ethical, high quality Project Portfolio Management consultant and trainer they can truly rely on.”

Dr. Isabella Fugaccia, Head of R&D Project Management, Chiesi Group

“One of the most memorable masterclasses I have ever attended. Dr. Bayney brings a wealth of experience, superb strategic and technical expertise, and boundless energy to the training forum and leaves you with processes, methodologies, and tools to implement. I have seen, first hand, the world class Portfolio Management team he built at Johnson & Johnson Pharmaceutical Research & Development.”

Dr. Laura Lufrano, Vice President, R&D North America, Johnson & Johnson Consumer Group

“Dr. Bayney’s Portfolio Management masterclass is an outstanding and excellent course that is highly relevant to the Pharma & Biotech industry. He uses his vast experience to help attendees acquire and build the right strategic and analytic skills for organizational success”

Dr. Ulrike Grimm, Global Head of Project Management, Vifor Pharma

“If Dr. Bayney’s course was a reality series for television, it might be called ‘So you think you can manage portfolios’. This course goes beyond many typical courses which are limited to a theoretical treatise. In Dr. Bayney’s course you are learning from a thought-leader/innovator with decades of practical pharmaceutical/academic experience to impart. In addition, the hands-on exercises make it very real. One cannot help but come out of the course armed with both tools and know-how to facilitate an organization toward sound decision-making.”

Dr. Eric M. Towler, Project Director, CSL Behring

“Having worked closely with Dr. Bayney at Bristol-Myers Squibb, and Johnson & Johnson, and taken several of his classes, his master class takes multiple sophisticated disciplines (Project & Portfolio Management and Decision Analysis) and ties them together with clarity and precision. His understanding and vast experience makes what could easily be complex, esoteric and theoretical by anyone else, practical, understandable and an indispensable skill set in managing a business successfully.”

David R. Reggi, M.A., Principal, DRR Pharmaceutical R&D Solutions, LLC

“When first signing up for Dr. Bayney’s course, I had expected to brush up my portfolio management tool box. I did that, but moreover, I left the course with customized tools especially designed to the market conditions I work with. Not only did I receive these tools but I also gained tremendously by sparring with a capacity like Dr. Bayney to see issues from a different angle.”

- Elisabeth Faloota, Portfolio Manager, Actavis A/S
Agenda – Day One

8:00  Registration
8:30  Welcome, Opening Remarks
8:45  Session One: CREOPM™ Framework – Utilizing a comprehensive portfolio management framework based on robust strategic and analytic principles is seminal to continual value maximization at the enterprise level
   • Learn how to use the CREOPM framework consistently to maximize value for your organization’s portfolio on an ongoing basis
   • Group Exercise: Compare and contrast ‘best practices’ in portfolio management with the CREOPM framework and identify the pre-requisites for sustainable success in your organizations
10:00 Coffee & Networking Break
10:30 Session Two: Risk Decomposition, Options Analysis, & Integrated Asset Evaluation – Evaluating options to proceed with or discontinue a project based on its risk profile and risk-adjusted value is a continual challenge as information changes
   • Learn how to decompose risk, create and value investment options, and generate risk-adjusted evaluations using Decision Trees
   • Group Exercise: Conduct a risk analysis of a unique project using a data elicitation technique by first identifying uncontrollable and controllable risk factors and using the laws of probability theory
12:00 Lunch
13:00 Session Two Continues
14:00 Session Three: Decision Analysis Using TreePlan – Structuring Decision Trees that decompose complex, multi-phase decisions is critical to defensible decision-making in a highly risky and uncertain environment
   • Learn how to conduct sensitivity analysis to phase-specific risks, costs, and forecasted commercial values
   • Group Exercise: Use TreePlan to build multi-phase project decisions and identify the dominant decision based on risk-adjusted value (ENPV); then conduct sensitivity analyses to risks and uncertainties on the dominant decision using Excel Solver and Data Tables
14:30 Coffee & Networking break
15:00 Session Three Continues
17:00 End of Day One
Agenda – Day Two

8:00  Registration

8:30  Welcome, Summary of Day One

8:45  Session Four: Portfolio Optimization – Maximizing strategic and financial portfolio value depends on selecting the right combination of projects that optimally utilizes constrained $ and FTEs
• Learn how to create optimization models that solve portfolio problems with stated objectives, budgetary and human constraints, and requirements using Excel Solver
• Group Exercise: Use Excel Solver to optimize the value of portfolios and frame the results in a compelling manner in order to influence and facilitate portfolio decision-making

10:00  Coffe & Networking Break

10:30  Session Four Continues

12:00  Lunch

13:00  Session Five: Project Prioritization – Establishing project priorities is a critical facet of successful budgetary and functional resource allocation for successful portfolio management
• Learn how to create project prioritization models based on weighted aggregate scores of quantitative and qualitative criteria assessed via utility functions
• Group Exercise: Utilize a robust process – MOPPSTM – to build Multiple Objective Decision Analysis (MODA) models that enable rank ordering of projects

14:30  Coffe & Networking Break

15:00  Session Six: Portfolio Decision-making Under Risk And Uncertainty – Depending on the mental models and predispositions of your senior stakeholders, it is important to understand and provide those analyses that facilitate clear decision-making
• Learn how to frame a project or portfolio problem in such a manner that the right analyses are conducted to provide the necessary data that enable unambiguous decision-making
• Group Exercise: Catalogue the various decision criteria that are actually used to make decisions along the R&D value continuum and discuss their relative merits.

17:00  End of Day Two
Agenda – Day Three

8:00  Re-Registration
8:30  Welcome, Summary of Day Two – Introduction to Examination
8:45  Decision Analysis & Portfolio Management Certification Examination - 2.5 hour examination that covers qualitative and quantitative aspects of the workshop content discussed over the first 2 days and leading to certification in Decision Analysis & Portfolio Management by Project & Portfolio Value Creation (PPVC)
  • Multiple choice examination based on content discussed over the first 2 days
  • Decision Analysis examination using TreePlan and based on exercises conducted on day 1.

11:30  End of Masterclass

Registration:
Due to the high business implication of the topic the course sells out very fast. Seats are strictly limited to ensure interactivity and one-on-one attention. Reserve your seat early to avoid disappointment.

‘Enterprise Project Portfolio Management’
This unique guide and professional reference presents a structured framework for practitioners and students of project, program, and portfolio management to enhance their strategic and analytic capabilities in the evolving discipline of project portfolio management (PPM). It provides a practical, step-by-step approach to building competencies in categorizing, analyzing risk, evaluating, optimizing, prioritizing, and managing both high risk (e.g. Pharma & Biotech) and low risk (e.g. Consumer Goods, Healthcare Insurance, IT) portfolios of investments.

• Supplies two comprehensive case studies that clearly demonstrate the application of quantitative and qualitative portfolio selection techniques in R&D and IT.
• Illustrates robust techniques such as integer linear programming, goal programming and multiple objective decision analysis and how they can be used to prioritize projects and optimize portfolio value subject to budgetary and human resource constraints.
• Describes a multi-dimensional capability maturity model that will enable organizations to assess their maturity level across a broad spectrum of portfolio management competencies and how to utilize these techniques to guide optimal investment decisions across the enterprise.
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Select Your Event
Dates             October 27 - 29
Venue             TBA
City              Frankfurt

Payment Details
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Registration Fee
Before 30th November € 2.295 / attendee
Before 26th December € 2.495 / attendee
Before 24th January € 2.695 / attendee
Regular Price € 2.995 / attendee

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I certify that the above information is correct.

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