

## **NEW YORK PHARMA FORUM PROGRAM**

### **THURSDAY, FEBRUARY 24, 2000**

**SPEAKER:**       **Michael J. Brennan, M.D., Ph.D.**  
CEO, Gene Logic Inc.  
**George F. Steinfels, Ph.D., M.B.A.**  
VP, Marketing & Sales, Gene Logic Inc.

**TOPIC:**           ***Genetic Technology: Paradigm Shift in Drug Development***

The future of drug discovery will be greatly impacted by the ability to discern why some drugs work well in certain patient populations and not well in others. Genetic technologies are making a significant impact on the discovery of new therapeutic targets and will ultimately create a paradigm shift in drug development.

In this program, Dr. Brennan and Dr. Steinfels will give us an overview of the role of pharmacogenomics in the drug development process. Some additional points to be covered include:

- the market potential for genetic technologies
- the impact of bioinformatics on target discovery
- the role for different genetic technologies throughout drug development and marketing
- how genomics will make a difference in the marketing message

Dr. Brennan's background prior to joining Gene Logic Inc. includes experiences with Corange International Limited's worldwide therapeutics business (Boehringer Mannheim Therapeutics), and with Boehringer Mannheim in South Africa. Dr. Brennan received a Ph.D. in neurobiology and a M.D. from the University of the Witwatersrand, Johannesburg, South Africa. He completed his residency in neurology at Harvard Medical School and Boston City Hospital.

Dr. Steinfels recently joined Gene Logic Inc. from Quintiles Inc., where he was responsible for the general management of the Pharmacogenomics Business unit including development and implementation of the global business and marketing plan. He has written and published extensively and speaks frequently on pharmacogenomics and other various topics in the medical technology industry.