

NEW YORK PHARMA FORUM PROGRAM

WEDNESDAY, OCTOBER 24, 2001

SPEAKER: **Mr. Roger Longman**
 Managing Partner
 Windhover Information Inc.

TOPIC: ***Deal-making in the Industry***

Mr. Roger Longman, a Managing Partner at Windhover Information Inc., a health care business publishing and information company, will present an overview on recent deals in the pharmaceutical industry. With his deep insights into the industry trends, he will also provide a forecast on where the deal-making is heading.

One of the most credited analysts in the industry and a frequent speaker before various industry groups, Mr. Longman writes extensively about the pharmaceutical and biotechnology industries in *IN VIVO* and in Windhover's newest publication *Start-Up*, as well as the transaction side of health care.

In 1983, Mr. Longman joined The Wilkerson Group as a writer for the publication, *IN VIVO: The Business & Medicine Report*. After becoming editor of *IN VIVO*, he created the additional area of tracking health care transactions and publishing this information in several new publications, including the *Health Care Strategist*, *Pharmaceutical Strategic Alliances*, and the electronic database *Pharma-Alliances*. In 1989, Mr. Longman and David Cassak, also a Managing Partner at Windhover, led a buyout of The Wilkerson Group's publications division, which they moved to Norwalk, Conn. and renamed Windhover Information Inc.