

## **September Program**

### **WEDNESDAY, SEPTEMBER 17, 2003**

---

**SPEAKER:** Mr. Martin Reeves, Vice President and Director, The Boston Consulting Group

**TOPIC:** **The R&D Productivity Challenge:  
Storm Clouds, Passing Showers or Silver Linings?**

The pharma industry has enjoyed a very favorable industry environment leading to a long period of unprecedented prosperity. Many commentators believe that the pillars of the industry's business model - the continued ability of the research machine to deliver innovative medicines and of major healthcare systems and economies to pay for them - are no longer reliable. On the other hand, we have heard the same warnings repeatedly over the last decade. Are the threats more real this time? What are the strategic implications for U.S. and Japanese companies in the areas of research, licensing, portfolio strategy and sales and marketing?

Martin Reeves, Vice President and Director of The Boston Consulting Group and leader of its New York healthcare practice, will give his perspectives on these questions based on his 15 years of experience in consulting for major European, US and Japanese pharmaceutical companies on issues of strategy and organization. Mr. Reeves has an MA in Natural Sciences from Cambridge University, an MBA from Cranfield Institute of Technology and has also researched membrane physiology at Tokyo University. He has worked in BCG's London, Tokyo and New York offices. Before joining BCG, he worked for Zeneca in marketing and strategic planning in Japan and the UK. He has lived a total of 12 years in Japan and is fluent in Japanese.