



April Program
TUESDAY, APRIL 25, 2006

TOPIC: “Managing Risk Returns and Contract Sales Organizations
In the U.S. and Japan”

SPEAKER: Mr. David Lilley, E.V.P., Corporate Development, Quintiles Transnational Corp.

Outsourcing has become an integral, ongoing element of business strategy in the pharmaceutical industry. Now pharma companies – especially smaller ones – are increasingly turning to contract sales force organizations to provide the extra market muscle they need. Contract Sales Organizations (CSOs) offer an economical way for some companies to reach physicians that their sales force would not ordinarily be able to reach. The additional sales coverage CSOs provide can be tailored to a specific need, such as territorial or by market segment.

At this program, Mr. Lilley will present some case studies and cover:

- The motivations for using a CSO in the US versus Japan
- The advantages and drawbacks for using a CSO in the US or Japan
- Financial impact of using a CSO instead of an internal sales force
- Effectiveness of CSOs in reducing a company's investment risk exposure
- Possible future of the use of CSOs and why

Until recently, Mr. Lilley was Global President of Innovex, which he joined in 1987 in the U.K. after seven years in sales and marketing positions at Johnson & Johnson. Under Mr. Lilley's leadership, Innovex moved into the clinical research arena, initially providing CRA's and monitors on a contract basis before becoming a full service CRO. Mr. Lilley also set up Innovex's first overseas subsidiary in Germany. After the acquisition of Innovex by Quintiles, he transferred to Quintiles' Corporate Headquarters to establish a global business development structure for the company before his appointment as Global President of Innovex in 2003.