

September Program
MONDAY, SEPTEMBER 18, 2006

TOPIC: **Developing Long-Term Strategies in Today's Rapidly Changing Environment**

SPEAKER: **Keith Morton, President, Erimo Consulting**

In today's climate, the pharmaceutical Industry is experiencing unprecedented pressures from many directions, and change is occurring extremely rapidly. This makes it more difficult for companies to position themselves for five to 10 years into the future. At this program, Keith Morton, an international management consultant, will talk about a methodology he has developed to help companies and departments within companies such as R&D to develop longer term strategies. The methodology helps the company to envision its future challenges and to position itself to meet those challenges. He will present a snapshot of industry trends, as well as a broader view of universal trends, and discuss relevant examples using his methodology and techniques for implementing changes.

Keith Morton has experience as a management consultant across the pharmaceuticals, chemicals and food industries. The focus of his work is helping an organization with strategy development and implementation including the alignment of the executive team necessary to support the strategy. Mr. Morton began his career working in the United States for a Japanese retailer. He has worked for The Walt Disney Company in Singapore; Gemini Consulting throughout the United States, Europe and Asia; and was co-founder of Row2 Technologies, a "cheminformatics" firm providing software solutions to the life sciences industries. Mr. Morton has been published in several industry publications and has been a frequent speaker and lecturer at pharmaceutical industry conferences.