

THURSDAY, FEBRUARY 24, 2011

**TOPIC: Life and Times of an American CEO at a Japanese Company:
Bridging the Cultural Gap**

SPEAKER: Joseph Pieroni, President & CEO, Daiichi Sankyo Inc.

In 1996, Mr. Joseph Pieroni launched Sankyo's U.S. commercial operations, first as president of the Sankyo Parke-Davis joint venture, and then as president of Sankyo Pharma Inc., a wholly-owned U.S. subsidiary. In December 2005, he was appointed to lead the newly-formed U.S. organization after the merger of Daiichi Pharmaceutical Co., Ltd. and Sankyo Co., Ltd. He has positioned the company for growth by leveraging Sankyo's legacy of drug discovery and delivering strong results during the start-up phase of commercial operations. Under his leadership, the company has made progress in advancing its product portfolio and continues to establish a competitive presence in the U.S.

At this program, Mr. Pieroni will share the company's journey and discuss the strategies behind it, as well as his own experiences and the insight he has gained heading the U.S. subsidiary of a large Japanese pharma company. He will also do a little crystal ball-gazing and tell us what he sees for the future of the Japanese pharmaceutical companies in the U.S. and what factors would most influence his planning if he were to be responsible for his company over the next 10 years.

This will be a great opportunity for New York Pharma Forum members to hear views about pharma business and the industry from one of its most successful leaders before he heads off to the next stage of his life. Mr. Pieroni will be retiring this spring.

Mr. Pieroni has been in the pharmaceutical industry for 40 years and has worked for several major pharmaceutical companies including Sandoz, Lederle, Merck and Parke-Davis. During his 10 years at Merck, Mr. Pieroni had several opportunities to work on licensing deals with Japanese companies since his group was responsible for the commercialization and marketing of Merck products in Japan. Mr. Pieroni then joined Parke-Davis, a division of the Warner-Lambert Company, and became Vice President of the Global Marketing Planning Group. At Parke-Davis, he was responsible for overseeing the commercial development of all new products on a worldwide basis. During his tenure at Parke-Davis, a global planning process was created which established close coordination among clinical development, marketing planning, and regulatory affairs, resulting in a globally competitive pharmaceutical business. Among the more significant accomplishments was the pre-launch and launch planning for Lipitor®, currently the world's largest pharmaceutical product.