

TUESDAY, SEPTEMBER 13, 2011

TOPIC: **The Globalization of Clinical Research – An Ethical Imperative**

SPEAKER: Briggs W. Morrison, M.D.
 Senior Vice President of Worldwide Medical Excellence, Pfizer Inc.

The globalization of clinical research is a controversial topic, with some accusing companies of exploiting underdeveloped countries to decrease development costs. Others have raised scientific and regulatory issues about the generalizability of results. This talk will present data that supports the important role of the globalization of clinical research in achieving global public health. Dr. Briggs will also talk about the first-ever randomized “virtual” clinical trial that Pfizer has started conducting.

Dr. Briggs Morrison received his BS (Biology) degree from Georgetown University in 1981, and his MD degree from the University of Connecticut in 1985. He completed his internship and residency in Internal Medicine at the Massachusetts General Hospital, his fellowship in Medical Oncology at the Dana-Farber Cancer Institute, and completed a post-doctoral research fellowship in the Department of Genetics at Harvard Medical School under the tutelage of Dr. Philip Leder. From 1995 through 2007 he worked for Merck & Co., Inc., holding various positions within Merck Research labs. He participated in the approval of Vioxx, and led the development and approval of Arcoxia and Zolanza.

In 2007, Dr. Morrison was named Head of Clinical Development at Pfizer, overseeing all Phase I – III development for all therapeutic areas as well as clinical operations. When Pfizer established its Business Unit model in 2009, Dr. Morrison became head of the Medicines Development Group for the Primary Care Business Unit, overseeing Development, Medical Affairs, Market Access, and early commercial development for Pfizer’s largest Business Unit, reporting to the General Manager. He currently holds the position of Head, Medical Excellence, overseeing Development, Medical Affairs, Safety and Regulatory Affairs for all Pfizer human health businesses, reporting to the Chief Medical Officer.