

# MATTSONJACK

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FOR IMMEDIATE RELEASE

**THE MATTSON JACK GROUP, INC. ANNOUNCES SPEAKERS FOR BIONETWORK EAST 2008**

**ST. LOUIS, MISSOURI – January 22, 2008.** [The Mattson Jack Group, Inc.](#) (MattsonJack) announces that Senior Vice President Joseph S. Dillon, Vice President Patricia A. Ensor, and Consultant Gordon Gochenauer will be among the speakers and roundtable discussion leaders at BioNetwork East 2008.

BioNetwork East is an annual meeting that allows biotech companies to find the ideal partner for early-stage products and uncover new funding opportunities; pharmaceutical companies can discover new products in the emerging biotech space and explore paths for extending product lifecycles. This year's event will be held March 17-19, 2008, at the Naples Grande Resort, Florida.

Joseph S. Dillon, MattsonJack's Senior Vice President of Corporate Development Services, will present *Building (or Stumbling) Blocks of Global Deal Assessment* on March 18. Business development professionals must have the vision to embrace drivers of value and create innovative deal structures that capture the full global potential of opportunities. In this session, Mr. Dillon will focus on specific international issues encountered when assessing commercial value in today's fiercely competitive licensing and M&A environment. Treatment protocol, patient behavior, epidemiology, competitive environment, regulatory, partner behaviors, and a host of other factors are likely to vary significantly country to country. Mr. Dillon is a seasoned pharmaceutical executive with over 20 years of experience. He has extensive experience in global pharmaceutical business planning and analysis, corporate finance, M&A, licensing, and technology valuations and is a well-known speaker at BioNetwork and other biotech conferences.

In addition, Consultant Gordon Gochenauer will lead a roundtable discussion focusing on Oncology (March 17) and Vice President Patricia A. Ensor will lead a roundtable discussion addressing Critical Business Issues (March 18). Mr. Gochenauer is a key member of MattsonJack DaVinci's CancerMPact(R) team with a primary responsibility as leader of the Treatment Architecture module that provides an in-depth review of the current treatment trends and assessments of the future treatment evolution for 25 cancers types. A 25-year pharmaceutical industry veteran, Ms. Ensor is experienced in strategic planning, new product planning and business development, product marketing and commercialization strategies, managed care marketing, public policy and reimbursement, and sales management.

MattsonJack is a founding sponsor of BioNetwork East. BioNetwork East 2008 provides an excellent venue to meet decision-makers who have the power to say "yes." Attendees get the latest insight into licensing and partnership issues, spinouts, funding, and rapidly changing therapeutic markets, and the emphasis at this event is on networking.

Editors Notes:

ABOUT THE MATTSON JACK GROUP, INC. ([WWW.MATTSONJACK.COM](http://WWW.MATTSONJACK.COM))

Formed in 1986, MattsonJack focuses its client support in three areas of Competency: Business Analytics, Brand Optimization, and Corporate Development services in the pharmaceutical and biotech markets.

MattsonJack's knowledgeware and client productivity tools include Epi Database(R) and Forecast. Additionally, MattsonJack, as one of the largest global oncology firms, supports its clients' cancer interests through its MattsonJack DaVinci multiclient offerings.

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MattsonJack consultants have expertise in pricing and reimbursement, customer epidemiology, technology assessment, business and strategic plan development, due diligence and licensing support, market modeling and forecasting, and primary market research. MattsonJack's client list ranges from emerging companies to some of the most recognized pharmaceutical and biotech companies in the world, such as Abbott, Amgen, AstraZeneca, Genentech, GlaxoSmithKline, Johnson & Johnson Companies, Merck, Novartis, Pfizer, Roche, Wyeth, and many others.

MattsonJack is part of Kantar Group, the Information and Consultancy division of WPP, a \$10+ billion global communications services firm.

ABOUT KANTAR GROUP ([WWW.KANTARGROUP.COM](http://WWW.KANTARGROUP.COM))

Kantar is one of the world's largest research, insight, and consultancy networks. It helps clients make better business decisions through a deeper understanding of their markets, their brands, and their customers. Part of WPP, Kantar brings together a diverse group of outstanding marketing insight and consulting companies -- each an expert in their field who can work together seamlessly to help clients address business issues in a holistic and strategic way.

Companies include Added Value Group, IMRB, BMRB, BPRI, Cannondale Associates, Center Partners, Everystone, Focalyst, Fusion 5, Glendinning Management Consultants, Henley Centre HeadlightVision, IMRB, Kantar Operations, KMR Group, Lightspeed Research, Management Ventures, The Mattson Jack Group, Millward Brown, Research International, RMS and Ziment Group. The group operates in more than 160 offices across 60 markets worldwide.

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For more information on MattsonJack service offerings or products, contact Geoffrey Arbuckle, Ph.D., Senior Director of Marketing, MattsonJack Public Relations, at [geoffrey.arbuckle@mattsonjack.com](mailto:geoffrey.arbuckle@mattsonjack.com) or by phone in the U.S. (314.529.3034).

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MattsonJack's knowledgeware and client productivity tools include Epi Database® and Forecast Architect®. Additionally, MattsonJack, as one of the largest global oncology consulting firms, supports its clients' cancer interests through its MattsonJack DaVinci multiclient offerings, including [CancerMPact®](#), [CancerNSight™](#), [Oncology Marketing Strategies™](#), [Supportive Care Perspectives™](#), [Future Focus™ Myelodysplastic Syndromes \(MDS\)](#), and [Future Focus™ Gastrointestinal Stromal Tumor \(GIST\)](#).

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