

# MATTSONJACK

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FOR IMMEDIATE RELEASE

**MATTSONJACK TO PRESENT AT BIO-EUROPE 2008**

**ST. LOUIS, MISSOURI – November 4, 2008.** [The Mattson Jack Group, Inc.](#) (MattsonJack), a recognized leader in business analytics for the pharmaceutical and healthcare industries, announces that Joseph S. Dillon, Senior Vice President of its Corporate Development Services business unit, will be speaking at BIO-Europe 2008, the 14th Annual International Partnering Conference. The conference will be held November 17-19, 2008, at the m:con Congress Center Rosengarten in Mannheim, Germany.

Mr. Dillon will be a panel member in the interactive workshop titled “Critical Issues to Consider When Entering the U.S. Market and Partnering with U.S. Companies” from 9:00 to 10:30 a.m. on Monday, November 17. The workshop addresses such critical questions as getting timely FDA approval, positioning your product for reimbursement, negotiating with government agencies as well as health insurance companies and other payers, deciding on with whom and when to partner, what to outsource, whom to hire, and where to start and end.

Mr. Dillon, who joined MattsonJack in 2002, 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. Prior to joining MattsonJack, he was CFO and interim CEO, President, and Director of The Pharmaceutical Development Center, a pharmaceutical developer and manufacturer. Previous positions include President of Dillon Technologies, Inc., a pharmaceutical consulting firm; CFO and Treasurer of Oread Inc., a contract pharmaceutical developer and manufacturer; and corporate positions with predecessor companies of Sanofi-Aventis. Mr. Dillon is a member of the Licensing Executive Society Health Care Sector Executive Committee and Chairperson of its Education Committee. He is a veteran speaker at BIO, LES, WBR, EBD, and other prominent industry organization events. Mr. Dillon holds an M.B.A. and B.B.A. in Finance and has earned the Certified Licensing Professional (CLP) designation.

For more information on MattsonJack service offerings or products, contact Paula Paradise, Director of Marketing, MattsonJack Public Relations, at [paula.paradise@mattsonjack.com](mailto:paula.paradise@mattsonjack.com) or by phone in the U.S. (484.442.1431).

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**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 consultants have expertise in pricing and reimbursement, custom 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's knowledgeware and client productivity tools include Epi Database®, Forecast Architect®, and KeyMD®. 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®](#), and [Oncology Marketing Strategies™](#).

MattsonJack is part of Kantar Group, the information, insight, and consultancy division of WPP, a world leader in marketing communications services.

**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, Inc., Millward Brown, Research International, RMS and Ziment Group. The group operates in more than 160 offices across 60 markets worldwide.