



**FOR IMMEDIATE RELEASE**

**For more information contact:**

Stephanie Stiles, Director of Marketing

phone: 781.273.5480

[sstiles@putassoc.com](mailto:sstiles@putassoc.com)

**John A. Gordon to Moderate and Speak on Panel  
at Babson College's 8<sup>th</sup> Annual Healthcare and Life Sciences Forum  
*Healthcare Technology Commercialization***

**February 9, 2011 -- Putnam Associates**, a Boston-based strategy consulting firm serving the biotechnology and pharmaceutical industries globally, is pleased to announce that **John A. Gordon, Partner**, will be moderator and panelist at the Babson College 8<sup>th</sup> Annual Healthcare and Life Sciences Forum being held on Thursday, February 10, 2011, 8:00 a.m. – 5:00 p.m. at Babson College, Wellesley, MA.

John Gordon will be moderator for the panel, "**Healthcare Technology Commercialization**," taking place at 10:00 a.m. – 11:00 a.m. In addition to Mr. Gordon, panelists include: Frances Heller, Executive VP of Business Development, Exelixis Pharmaceuticals; Peter Barnes, Attorney at Law for Morse, Barnes-Brown & Pendleton, P.C.; Yogesh Sharma, PhD, Associate Director, Research Ventures & Licensing, Partners HealthCare; and Tim Surgenor, Co-Founder, RedSkyPartners.

Paul Levy, President and CEO, Beth Israel Deaconess Medical Center, and Elizabeth Tallett, Principal, Hunter Partners, LLC will deliver keynote addresses.

A dialogue will occur around these issues:

- The impact that limited access to capital and liquidity is having on technology innovation
- The scientific approaches that hold the greatest promise for progressing healthcare technology commercialization
- The evolving relationship between academia and industry in healthcare commercialization
- Challenges that regulatory authorities pose to technology development



**John Gordon** has been with Putnam Associates since 1992, and has over 21 years of strategy consulting experience. For more than 18 years, he has counseled senior executives at numerous leading pharmaceutical and biotechnology companies, providing strategic support and recommendations on a wide array of issues, including pricing and reimbursement, health economics and outcomes research, new product commercialization, clinical trial development, and sales force optimization strategies. John has extensive experience in specialty pharmaceutical markets that comprise Oncology, Immunology, Cardiovascular Disease, and Anti-Infectives. He is published in peer-review literature as a co-author on a study examining the cost effectiveness of a novel immunological agent used in solid organ transplantation. John was moderator and speaker for the biotechnology and pharmaceutical panel at Harvard Business School's 2010 Annual Healthcare Conference on the topic, "How Will IP Shape Growth?" Prior to joining Putnam, John worked for an economics consulting firm providing expert testimony in matters of corporate and personal litigation. Currently, John serves on the Board of Directors for the National Tay-Sachs & Allied Diseases Association, Inc. John earned a BA in Economics *summa cum laude*, *phi beta kappa* from Tufts University and an MBA from Harvard Business School.

*Putnam Associates ([www.putassoc.com](http://www.putassoc.com)) is a strategy consulting firm headquartered in Boston, founded in 1988, advising the pharmaceutical, biotechnology, diagnostics, and medical device industries on a global basis. Over two decades of experience and focus in their industries enable Putnam to create significant value for their clients. Creative and disciplined strategy development processes blend with deep market knowledge for one purpose: to help their clients succeed. The company's partnership includes: Kevin J. Gorman, Managing Partner (BA, Boston College; MBA, Harvard Business School); Richard J. Tinsley, Partner (BA, Wharton School, University of Pennsylvania; MA, Stanford University; MBA, Stanford University Graduate School of Business); John A. Gordon, Partner (BA, summa cum laude, Phi Beta Kappa, Tufts University; MBA, Harvard Business School); Eric C. Auger, Partner (BA, Providence College; MA, Boston University); and Domenick Bertelli, Partner (AB, Harvard University; MBA, MIT Sloan School of Management).*

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