

Marketing the Lung

Career opportunities for lung scientists in the pharmaceutical industry



**The first career development symposium of the
Universities of Giessen and Marburg Lung Center School**

**Burg Gleiberg, Hessen, Germany
16th November, 2010**



**LOEWE – Landes-Offensive
zur Entwicklung Wissenschaftlich-
ökonomischer Exzellenz**

Tuesday, 16th November 2010

- 08:30** **Bus arrival from Giessen to Burg Gleiberg**
- 08:45 – 09:00** **Welcome**
Grażyna Kwapiszewska
- 09:00 – 10:00** **The Industry Perspective I**
Chairs: Yasmin Buchäckert and Célimène Koumba
- 09:00 – 09:30 DEBBIE QUINN (Novartis, U.S.A.)
The Novartis Perspective
- 09:30 – 10:00 RUDOLF REITER (Ergonex, Switzerland)
The Ergonex Perspective
- 10:00 – 10:30** **Coffee break**
- 10:30 – 12:00** **The Industry Perspective II**
Chairs: Christine Veith and Katarzyna Piskulak
- 10:30 – 11:00 STEVE KOPFLEISCH AND CLAUDIA ISRAEL (Qiagen, Germany)
The Qiagen Perspective
- 11:00 – 11:30 SIAN RATCLIFFE (Pfizer, United Kingdom)
The Pfizer Perspective – Part I
- 11:30 – 12:00 MARKO MYCHASKIW (Pfizer, United Kingdom)
The Pfizer Perspective – Part II
- 12:00 – 13:00** **Lunch**
- 13:00 – 14:00** **The Industry Perspective III**
Chairs: Ewa Jabłonska and Anja Schmall
- 13:00 – 13:30 CHRISTOPHE GIOT (Actelion, Switzerland)
The Actelion Perspective
- 13:30 – 14:00 HUBERT TRUEBEL (Bayer, Germany)
The Bayer Perspective
- 14:00 – 14:30** **Group photograph, followed by coffee break**
- 14:30 – 16:00** **Panel Discussion: “These are our questions”**
Discussion leaders: Łukasz Wujak, Benno Grzesik, BreAnne Mackenzie, Michael Seimetz, and Manish Kumar
- 16:00 – 16:15** **Concluding remarks**
- 16:30** **Bus departure from Burg Gleiberg to Giessen**

The symposium webpage is:
www.uni-giessen.de/cms/ugmlc/symposia/marketing

The scientific organisers are:
Rory E. Morty, Grażyna Kwapiszewska, Leigh M. Marsh, Dorothea Peters and Werner Seeger
of the University of Giessen and Marburg Lung Center

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