

# THE BUSINESS OF THE BRAIN 2.0

## ACCELERATING PROGRESS TOWARD CURES

Join us for a very special program *co-hosted by the HBS Alumni of Boston (HBSAB), The Harvard Stem Cell Institute (HSCI), and the Harvard NeuroDiscovery Center*



Harvard NeuroDiscovery Center

COLLABORATING TO CURE  
NEUROLOGIC AND PSYCHIATRIC DISEASE



Last year, the first “Business of the Brain” event discussed the challenges and opportunities of biomedical research and development for brain related disorders, with a focus on Alzheimer’s disease and advances in induced pluripotent stem cell (iPSC) research related to neurological disease.

The Harvard community and its affiliates are doing tremendous work uncovering the mysteries of the brain. This year’s Business of the Brain 2.0 highlights that work, and builds on last year’s program with another wonderful panel to provide unique perspectives on the future of brain research, with a specific focus on approaches to accelerate treatments and cures for brain related conditions and diseases.

The moderated panel will consider and discuss:

- **Patient Advocate | Janet Simpson Benvenuti, MBA**  
Understanding the unique perspective of the patient and caregiver is the perfect kick-off for the session. Ms. Benvenuti’s unique orientation will set the stage for discussion on the imperative for approaches that accelerate cures and treatments.
- **Academia-Industry-Private Philanthropy | Steven Hyman, MD**  
The roles of academia, industry and private philanthropy - how they work together - are critical components in getting to a cure. Dr. Hyman, Director of the Stanley Center for Psychiatric Research at the Broad Institute of MIT and Harvard, will offer a unique perspective on the challenges of these important relationships.
- **New approaches to Funding Research | Jeffrey L. Morby, MBA**  
Financial support is the critical ingredient that drives the R&D commercialization process. Mr. Morby, Founder and Chairman of Cure Alzheimer’s Fund, will provide a perspective on the challenges of funding research and discuss how new models of funding may be able to accelerate progress.
- **Clinical Advances | Brian Wainger, MD, PhD**  
The “rubber meets the road” with the clinician and clinical trials. Dr. Wainger will discuss the challenges and opportunities from the clinical perspective including progress on an upcoming, first-of-its-kind clinical trial.

- **Moderator | William Sahlman, PhD**

Dimitri V. D'Arbeloff-Class of 1955 Professor of Business Administration and Senior Associate Dean for External Relations.

Come one, come all –  
this session is open to all members of the University and their guests.

**Logistics**

<b>Date</b>	Thursday, April 9, 2015
<b>Format:</b>	5:30pm – 6:30pm Check-in, Social Hour and Sandwich Buffet  6:30pm - 8:00pm Panel Discussion and Q&A
<b>Location:</b>	Harvard Business School Hawes (room TBD)
<b>Parking:</b>	Parking included in HBS Campus Lot -- Enter Batten Way or Gordon Road Entrance. Announce to attendant you are attending the Boston Alumni event in Hawes. You will receive a receipt with a bar code which you will use to exit parking area, hold bar code under red light scanner to raise parking gate arm. (Sometimes the attendants leave the gates open for large groups to exit.)

# BIOS



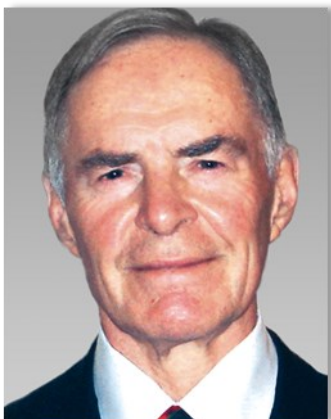
**Janet Simpson Benvenuti** is the founder and CEO of Circle of Life Partners, an organization committed to families support aging parents and maintain their financial health. Scientist and pharmaceutical executive, educator, and quality expert, Jan brings a unique perspective to her role as a family advocate. She previously led the global quality program for Bristol-Myers Squibb and was among the early leaders of the quality movement in America.

An alumna of Harvard Business School, Jan currently serves as a strategic advisor to the Women's Health Initiative at Brigham and Women's Hospital.



**Steven E. Hyman, M.D.** is director of the Stanley Center for Psychiatric Research at the Broad Institute of MIT and Harvard as well as Harvard University Distinguished Service Professor of Stem Cell and Regenerative Biology. From 2001 to 2011, he served as provost of Harvard University, the University's chief academic officer. As provost, he had a special focus on developing collaborative scientific initiatives that span multiple disciplines and institutions. In that role, he helped shape the Broad Institute and Harvard's Wyss Institute for Biologically Inspired Engineering. From 1996 to 2001, he served as director of the U.S. National Institute of Mental Health (NIMH), where he emphasized investment in neuroscience and emerging genetic technologies, as well as the establishment of DNA collections to facilitate genetic studies at large scale. He also initiated a series of large clinical trials with the goal of informing practice.

Hyman received his B.A. *summa cum laude* from Yale College, a B.A. and M.A. from the University of Cambridge, which he attended as a Mellon fellow, and an M.D. *cum laude* from Harvard Medical School.



**Jeffrey L. Morby** is Founder and Chairman of Cure Alzheimer's Fund, a public charity financing research directed at finding a cure for Alzheimer's disease. He is also Chairman of the Morby Family Charitable Foundation, a member of the boards of the Pittsburgh Cultural Trust, the Pittsburgh City Theater, the Council of the World Wildlife Fund, and the Advisory Board of the Pittsburgh Graduate School of Public Health.

Mr. Morby retired from Mellon Bank Corp. in 1996 as Vice-Chairman in charge of wholesale activities, which encompassed all large corporate relationships and money market activities. He also was Chairman of Mellon Bank Europe; Chairman of Mellon Capital Markets; Chairman of Mellon's Proprietary Investment Committee; and director of the Boston Company.

Mr. Morby has an M.B.A. from Harvard and a B.S. in engineering from Stanford.



**Brian Wainger, MD, PhD** is Assistant Professor Neurology and Anesthesiology at Harvard Medical School and an attending physician at Massachusetts General Hospital.

Brian Wainger's clinical expertise spans the interface between neurology and pain medicine. He combines detailed neurological diagnostic assessment with directed pharmacological and interventional treatments for pain related to neuropathy, headache, spine disorders, and other neurological diseases. Working with motor neurons derived from ALS patients and healthy controls, Dr. Wainger performed fundamental electrophysiological characterization and identified motor neuron hyperexcitability in ALS patient-derived motor neurons (Wainger et al., 2014). Mechanistic analysis of the motor neurons led to the identification of a novel therapeutic candidate, which will be investigated in an upcoming, first-of-its-kind clinical trial.

He studied molecular biology as an undergraduate at Princeton University and ion channel physiology in the MD/PhD program at Columbia University. He then completed medical residency in the Partners Neurology Program followed by a clinical fellowship in Pain Medicine at MGH and research fellowship with Clifford Woolf at Boston Children's Hospital. His clinical expertise spans the intersection of neurology and pain medicine.



**William Sahlman, PhD** is the Dimitri V. D'Arbeloff - Class of 1955 Professor of Business Administration at Harvard Business School. The d'Arbeloff Chair was established in 1986 to support teaching and research on the entrepreneurial process. His research focuses on the investment and financing decisions made in entrepreneurial ventures at all stages in their development. Dr. Sahlman has written numerous articles and two textbooks on topics including entrepreneurial management, venture capital, private equity, deal structuring, incentives, commercializing science, and the role of entrepreneurship in the global economy. He also serves as Senior Associate Dean for External Relations. In April 2011, the National Venture Capital Association gave Dr. Sahlman *The American Spirit Award*, which was created in 1999 "to recognize individuals who have shown outstanding leadership by applying business skills, knowledge, expertise and resources to make a meaningful contribution to society."

Dr. Sahlman received an A.B. degree in Economics from Princeton University (1972), an M.B.A. from Harvard University (1975), and a Ph.D. in Business Economics (1982), also from Harvard.

**Organizers:**

**John O'Leary**  
O'Leary Marketing Assocs.

**Lynn Wood Harwell**  
Harvard NeuroDiscovery Center

**Brock Reeve**  
Harvard Stem Cell Institute