

BioExecutive™ INTERNATIONAL

Building the New Biotech Leadership



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Part II of II

Amgen: Biggest Biotech Grows Bigger (Fast)

R&D, Marketing, and HR Scale Up

| PLUS

Serono: Fighting False Advertising

Biotech in the Healthcare Setting

The Power of Post-Approval Research

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Amgen Executives
(left to right) HR Head
Ted Bagley, Recruiter
Michele Jurhala, R&D Head
Roger Perlmutter, and NA
Marketing Head James Daly