

## UC San Diego's "Biotech Demystified" Program Offers Science Basics For Industry Leaders

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The University of California, San Diego will present its seventh offering of Biotech Demystified June 7-9. This innovative program helps executives and decision makers gain a practical understanding of the basic science powering the biotechnology and pharmaceutical industries. The program is offered through the Rady School of Management Center for Executive Development in collaboration with the Division of Biological Sciences and the Skaggs School of Pharmacy and Pharmaceutical Sciences.

"The major thing that attendees gain is a context for understanding biotechnology as both a discipline and a business," says UC San Diego biology Professor Steve Wasserman, one of the program's instructors. "We give attendees a focused introduction to the science behind biotechnology, with examples drawn from the biotech industry. We help them see problems and approaches from a scientist's point of view."

Featured instructors include nine faculty members from UC San Diego, one of the nation's leading research institutions. The course covers science fundamentals, stem cell research, risk management in life sciences, pharmacogenomics and personalized medicine, and cancer and therapeutic approaches. It also includes hands-on exercises in the lab setting.

"The information I present can save the attendee hours if not days of effort if they were to seek it on their own," says Professor Jean Wang of UCSD Moores Cancer Center, who provides an updated overview of cancer and oncology for program participants. "By providing the biotech professionals with the framework of oncology, I aim to facilitate innovation in the biotech sector to tackle the cancer problem."

Biotech Demystified is designed for CEOs and executives, venture capitalists and angel investors, service providers including consultants, attorneys, insurance brokers and real estate professionals, marketing and sales professionals, government officials, executive recruiters and journalists covering related industries.

"Biotech Demystified is a very focused program, but offers broad perspectives from San Diego's biotech community," says Wasserman. "UCSD has excellent faculty in basic science as well as medicine and pharmacy, all of whom are experienced at teaching for a wide range of levels. We also have one of the largest concentrations of biotech companies anywhere in the world. These attributes feed into the Rady School of Management, which has a unique focus on scientific and technological innovation."

The Rady School of Management at UC San Diego educates global leaders for innovation-driven organizations. A professional school within one of the top-ranked institutions in the U.S. for higher education and research, the Rady School offers a Full-Time MBA program, a FlexMBA program for working professionals, a Ph.D. program, and undergraduate and executive education courses.

To learn more or to register for the program, visit <http://rady.ucsd.edu/exec/open/biotech/>

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