



BioPharma Research
Council

Press Release

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For Immediate Release

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D2D Codefest Kickoff

March 20, 2014 2 PM EST Free Webinar

Greg Martin, Slalom Consulting

(Tinton Falls, NJ) The BioPharma Research Council (BRC) will present the D2D Codefest Kickoff on March 20. The Codefest Kickoff Webinar will address common questions and opportunities for Codefest participants, committee members, resource providers, mentors, judges, and sponsors.

Greg Martin of Slalom Consulting will share his experiences in developing mobile applications for biotech and pharma to introduce the excitement of a Codefest, and the kinds of questions that can be addressed.

Greg Martin is a Practice Area Director for Slalom Consulting's National Delivery team and has over 10 years of consulting and software engineering experience. His team brings mobile, cloud and web technologies together to drive key outcomes for clients. Greg has personally consulted for a number of clients in the Healthcare and Biotechnology spaces.

This Webinar is part of the lead-in to **D2D: Data to Drugs and Diagnostics, June 11-12, 2014 in Edison, NJ**. The conference and expo will include thought leader presentations and panels, a Codefest, networking, and many supplier demonstrations.

Since 2009, the BioPharma Research Council has been developing a vibrant community for researchers as they navigate today's complex environments. Its unique resources - including deep relationships with leading companies and suppliers - and its agile approaches, have established continual opportunities for breakthrough discussion and debate throughout the drug discovery and delivery pipeline. These lively assemblies reflect the organization's mission to play a positive role in creating more efficient and effective treatments and medicines for the advancement of human health.

For more information and registration, please visit www.biopharmaresearchcouncil.org or call Joanne Gere, Executive Director, at 732-403-3137.

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