



Press Release

Contact: Joanne Gere

Executive Director

BioPharma Research Council

732-403-3137

jgere@biopharmaresearchcouncil.org

FOR IMMEDIATE RELEASE

October 20, 2015

Paul C. Mugge to Keynote

Triangle Biotech Research Symposium IV:

Advancing Human Health through Technology Convergence

October 29, 2015, North Carolina Biotechnology Center, Research Triangle Park

(Research Triangle Park, NC) Paul C. Mugge, an industry expert on managing innovation, keynotes the upcoming Triangle Biotech Research Symposium IV: Advancing Human Health Through Technology Convergence on October 29 at the North Carolina Biotechnology Center.

He is Professor of Innovation and Executive Director of the Center for Innovation Management Studies (CIMS) at North Carolina State University.

Mugge worked for IBM from 1993 until 2005, during which time the company struggled with innovation. This experience inspired Mugge to co-author Traversing the Valley of Death in 2014 to help companies manage innovation through a comprehensive system.

The full agenda for Triangle Biotech Research Symposium IV is relevant for scientists, business professionals, IT experts, engineers, and biomedical researchers.

Additional discussants include Dr. Hawazin Faruki, Vice President for Clinical Development at GeneCentric, Rosalina Bray, Director of Research Project Teams at the National Society of Black Engineers Public Policy SIG, and Todd Talarico, Vice President at Medicago.

The BioPharma Research Council (BRC) offers this symposium as part of its mission to foster partnerships across the many silos of biomedical research. Founded in 2009, the BRC is a nonprofit association for scientists, business professionals, and IT experts in industry, academic, nonprofit, government, supplier labs, and their teams.

Full information: www.biopharmaresearchcouncil.org

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