



Third SoCalBio HR Conference

Bioscience Workforce Development in Southern California, Where to Focus for Future Success: The CEO Perspective

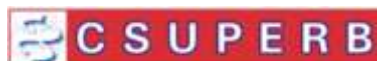
Moderator:

- **Ahmed Enany**, President & CEO, SoCalBio

Panelists:

- **Raymond Cohen**, President, Symphony Medical
- **Kevin Larkin**, President & CEO, TherOx
- **Larry Stambaugh**, Chairman & CEO, Ridge Diagnostics

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- Why we selected these CEOs?
 - Lead companies operating in dynamic sub-segments of the bioscience market
 - **Ridge Diagnostics**: Biomarkers for neurodiagnostics
 - **TherOx**: Oxygen therapy for heart attack patients
 - **Symphony Medical**: Biopolymer therapies to treat heart failure and other cardiac abnormalities
 - Serial Entrepreneurs
 - Experienced: 25 – 35 years of entrepreneurial activities
 - Innovators who know how to take an idea from the lab bench to the market-place



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- How do you compare the current economic downturn to others?
- How does the current economic downturn affect your company and the market segment where you operate?
 - Prospects of biotech vs devices vs IVD companies
 - Big vs small firms
 - Is there a silver lining?
 - Advice to young entrepreneurs on how to weather the current economic crunch



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- Looking into the crystal ball, where do you see your company/market segment evolving?
 - Impact of changing technologies and market dynamics
Evolving business models
 - Likely impact of political change/proposals for reforming the healthcare system



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- Potential for job creation in general and in Southern California
- Combination of skills needed to support the current and future activities of a company like yours



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- What is your advice to our educators and workforce development professionals about where to invest resources to prepare students/job seekers for the jobs of tomorrow?