

# **270TECH ADVISORY BOARD BIOS**

## ***EXECUTIVE MANAGEMENT***

### **Roger Erickson, PhD, President, 270Tech, Inc.** (Integrating Markets and Knowledge Environments)

Roger's eclectic research, business, and community development experiences have contributed to the growing appreciation of the parallels between biological and business systems. His education includes a BS/Biology from Reed College in Oregon and a PhD/Physiology from SUNY/Buffalo. His research career includes fellowship stints at the Neurological Sciences Institute in Oregon, the Alexander von Humboldt Stiftung in Germany, the MIT Dept of Brain & Cognitive Sciences, the Yale School of Medicine, and as a Sr Staff Fellow of the NIMH in Poolesville, Maryland. He has published 15 original neurophysiology research articles in peer-reviewed journals, plus numerous meeting abstracts. Roger's eyes were opened to the potential of applying knowledge of biological system processes to business communities while traveling widely in Europe and North America. He continued to develop the concepts at the NIH with several educational outreach programs, and left the NIH to establish a "systems research" platform dedicated to furthering this interest. That platform was the genesis of 270Tech, Inc., a peer-to-peer organization for integrating Knowledge Environments bridging scientists, businesspeople, investors and students (<http://www.270Tech.net>). The 270Tech experiment has 2000 current registrants and 3000+ additional contacts. Roger's perspectives have been extended by business adventures at Lucent, Analytical Engines, NEC Eluminant, Optum Computing Systems, and EJ Krause Trade Shows. In addition to consulting, 270Tech has sponsored over 160 multidisciplinary business system forums since 2001. Currently 270Tech is helping identify and leverage common data-exchange rules among capitalistic, scientific, environmental and other subcultures or Knowledge Environments. The goal of 270Tech is to help all communities continuously pursue the "more perfect union" challenge expressed in both the US Constitution and the Theory of Evolution.

## ***270TECH ADVISORY BOARD MEMBERS AND AVAILABLE AFFILIATES***

### **Bruce Mackler, PhD/JD, Partner, Life Science Management Group, Inc.** (BioPharma Markets)

Dr. Mackler is an investment Advisor with **TVM-Capital** (Boston/Munich), **Paul Capital Royalty Fund** (NYC), **Apax Partners** (London/Israel), **Index Ventures** (Geneva), **ABN AMRO Capital/Life Sciences** (Amsterdam), **UNUS Ventures** (Birmingham, AL), **D.E. Shaw Group** (New York/Houston), **NGN Capital** (Heidelberg) and others, and is a Scientific Advisor to several biopharmaceutical firms. His **FDA legal/regulatory experience** covers many products manufactured by traditional and biotechnology processes. These due diligence activities integrate his business acumen from working in sales/manufacturing in a family business, owning and managing several bioservice businesses, being a university/NIH researcher for 15 years, and 27 years in a FDA legal / regulatory practice. He has helped venture-funded US biomedical companies initiate early stage safety and proof of concept clinical studies of drugs, biologics and devices in Europe, Eastern Europe and India, along with manufacturing strategies to export investigative products. He has experience drafting and evaluating numerous FDA regulatory documents (e.g., IDEs/PMAs, INDs/NDAs, DMFs, and BLAs, 510(k)s), Accelerated and Fast Track Approvals, Orphan Drug Designation applications, and USDA submissions. Most recently was a keynote speaker at the Global BioInvestment Seminar, Taipei, Taiwan on November 18, 2005. Dr. Mackler founded and grew the Association of Biotechnology Companies (ABC) into over 250 members before it merged to form the current Biotechnology Industry Organization (BIO). He organized the annual ABC BioConference, that became the annual BIO Conference. He also was a partner and organizer with Genetic Engineering News (GEN) in BioEast, BioWest & BioEurope.

**Michael Palfreyman, PhD/DSc | VP Drug Dev., EnVivo Pharmaceuticals, Inc.** (Pharma Markets)

Dr. Palfreyman is a seasoned leader in the biotechnology and pharmaceutical industries with over 30 years experience. In 2003, he co-founded NOVACE Corp., a consortium providing strategic solutions to the biotech and venture capital communities. In 2000 he founded Psychiatric Genomics, to develop genome-based drug discovery for Mental Illnesses. From 1994-2000 he was Sr VP R&D at Scriptgen (Anadys) Pharmaceuticals, developing a genomic-based drug discovery platform for infectious diseases. From 1975 to 1994, Michael held a number of senior positions at Marion Merrell Dow Research Institute (Aventis), including VP Research, North America. From 1970 to 1975 he was Head of Biochemical Pharmacology at Beecham Pharmaceuticals (GlaxoSmithKline) where he pioneered rational biochemical approaches to drug discovery. Michael received both his Ph.D. and D.Sc. from the University of Nottingham in neuroscience and rational drug design of CNS active drugs, respectively.

He has been an invited speaker and chairperson for a number of international and national conferences, is co-inventor on 35 issued US patents, 3 pending patents and co-author of over 150 scientific articles and book chapters. <http://www.envivopharma.com>

**Martin Woodle, Ph.D. CSO and Founder, Intradigm Corporation** (BioTech Markets)

Dr. Woodle has 18 years extensive track record of accomplishments in drug delivery and development. He led the research team at Liposome Technologies, acquired by Alza, that developed the approved cancer drug Doxil, now marketed by J&J. He also led the original pre-clinical toxicology and formulation development at Genta for Genasense, a cancer drug in clinical trials that has recently been licensed by Aventis. Most recently he built and led a research team to develop an advanced synthetic gene delivery platform at Novartis. <http://www.intradigm.com>

**Sergei Atamas, MD/PhD, Prof. Immunology, UMd Sch. of Medicine** (Evolutionary Strategies)

Dr. Atamas is a gifted scientist specializing in biological inflammation as well as complex systems. He received an MD degree from the Crimea Medical Institute, Simferopol, USSR, and a PhD in Biochemistry from the 1st Moscow Medical Institute before coming to the UMd School of Medicine as a post-doctoral researcher. He is a respected teacher, researcher and integral part of Immunology faculty grant teams. He has published over 36 biochemistry articles in refereed journals, and numerous abstracts, book chapters and invited lectures. He maintains memberships in the American Association for the Advancement of Science, New York Academy of Sciences, American Association of Immunologists, and the American College of Rheumatology. Dr. Atamas' research is funded by an extramural research grant from the NIH and a Merit Grant from the Veteran's Administration. He is active outside the university as a Member of the Maryland Arthritis Research Center Executive Committee, and is on the Board of Directors of the Arthritis Foundation Maryland Chapter. In addition, Dr. Atamas has been an active consultant to regional biotechnology and pharmaceutical firms. [http://medschool.umaryland.edu/microbiology/Fac\\_Res\\_Interest.asp?id=128](http://medschool.umaryland.edu/microbiology/Fac_Res_Interest.asp?id=128)

**Donald Becker, CSO, Penguin Computing, Inc.**

Mr. Becker is an internationally recognized operating system developer and the original inventor of Beowulf Linux clustering. In 1999 he founded Scyld Computing and led the development of the next-generation Beowulf cluster operating system. Prior to founding Scyld, Donald started the Beowulf Parallel Workstation project at NASA Goddard Space Flight Center. He is the co-author of *How to Build a Beowulf: A Guide to the Implementation and Application of PC Clusters*. With colleagues from the California Institute of Technology and the Los Alamos National Laboratory, he was the recipient of the IEEE Computer Society 1997 Gordon Bell Prize for Price/Performance. Donald holds a BS degree from MIT. <http://www.penguincomputing.com>

**William G. Hearl, Ph.D., CEO, Capital Genomix, Inc. (Technology Transfer Markets)**

Dr. Hearl has over 20 years experience with product development in the biopharmaceutical industry. Prior to founding CGI, he was VP R&D at Kirkegaard & Perry Laboratories in Gaithersburg, Maryland, Section Leader in Immunochemistry at Life Technologies, Inc. in Gaithersburg; a Sr. Scientist at IGEN, in Rockville, Maryland; and a Sr. Scientist at Pharmacia Diagnostics, Inc. in Columbia, MD. In August 2000, Capital Genomix, Inc. was organized as an independent, privately-held company and with rights to the GS320™ and ImmunoMouse™ platform models. In November 2002, CGI acquired the DYNEX Technologies division of Thermo Electron Corp. After improving the sales and profitability of DYNEX, the Company divested the division in October 2004 for cash and stock in the new entity Magellan Biosciences (formed from the merger of DYNEX and ESA). GS320™ has been developed from RAGE (Rapid Analysis of Gene Expression, US. Patent No 6,221,600) technology that was exclusively licensed from the University of Texas' M.D. Anderson Cancer Center in Houston, Texas by KPL in 1999. The basic framework and underlying intellectual property related to the ImmunoMouse™ technology (patents pending) was invented in 1996 by Dr. William Hearl. This work resulted in the establishment of two stable mouse strains enabling a proprietary approach to enhanced genetic immunization. Dr. Hearl is a member of the American Society of Biochemists and Molecular Biologists and the American Association for Clinical Chemistry. <http://www.capitalgenomix.com/home.html>

**Brian Avin, MD, Board Internal Medicine, Board Psychiatry & Neurology, (Healthcare Mkts.)**

Dr. Avin is actively engaged in health reform and health promotions for employers. He is co-owner of The Neurology Center, a Group Practice in Wheaton, Maryland. He has been active in the Maryland Medical Society, the Montgomery County Medical Society, the Medical and Chirurgical Faculty of Maryland, and the American Academy of Neurology, and is a Clinical Professor of Neurology at George Washington University Hospital. He holds affiliations with Holy Cross Hospital in Silver Spring, MD; Shady Grove Adventist Hospital in Rockville, MD; Sibley Memorial Hospital in Washington, DC; Suburban Hospital in Bethesda, MD; and Montgomery General Hospital in Olney, MD. He has also been principal investigator in three clinical trials evaluating therapies for parkinson's disease. Brian is a leader in health policy reform efforts through the Maryland Medical Society. He is currently MedChi's Vice Speaker to the House of Delegates, a member of the MedChi Legislative Committee and past Chair of the Montgomery County Medical Society. He has dedicated considerable time to several MEDCHI Task Forces, including the Tort Task Force 1997, Pharmacist Task Force 2001, Nurse Practitioner Task Force 2002, Worker's Compensation Task Force 2002, and the Medical Liability Strategic Planning Task Force 2004. His current interests include employee health promotion campaigns and public health knowledge environments. <http://www.neurologycenter.com>

**Ron Westernik, Exec VP and COO, Visure Corp. (Market Definition and Strategy)**

Mr. Westernik has 27 years of experience as a senior executive in the communications and computing industries. He successfully led a number of new business initiatives and re-engineering efforts with Fortune 500 companies, and is particularly adept at recognizing and organizing Knowledge Communities (formerly termed “markets”), recruiting private equity and institutional financing, leading and directing the negotiations of strategic agreements with financiers, customers and partners and closing deals. He has helped his companies win multiple industry and product awards. Mr. Westernik co-founded Advanced Switching Communications, Inc., and co-led revenue growth to \$54 million/year. With the CEO of ASC, Mr. Westernik was responsible for successfully recruiting \$155 million in funding for the company and the successful \$100 million Initial Public Offering (“IPO”). Prior to ASC, he was VP Marketing for the Broadband Access Communications Division of 3Com, where he grew successful wireless and Digital Subscriber Line business initiatives. He also spent 17-years with AT&T Corp., in the computer and PBX business lines, including Director of Strategy and Planning for a \$2.5 billion product line of equipment and software. Ron holds a BA in Economics and an MBA in Management from Rutgers University.

**Dan Hensgen, President, Methodhead Software LLC**

Dan Hensgen has ten years of software engineering experience with a wide variety of industries and technologies. Has a proven record of rapidly developing commercial, government, and defense solutions, and excels at all levels of the software engineering process: including architecture, design, development, testing, deployment, and support. Mr. Hensgen is an excellent communicator with experience in organizing and leading teams to deliver quality software on time and within budget. His skills include 10 years experience with Full Life Cycle Software Engineering, 9 years experience with C/C++ Object-oriented Design/Development, 7+ years experience with Linux/Unix/Microsoft environments, and 5 years experience with Java/J2EE. He holds a B.S. in Computer Engineering from Virginia Polytechnic Institute. As owner of Methodhead Software, he has developed the TransferCM™ web content management system and application framework to provide self-management for multiple knowledge communities. His prior experience includes developing enterprise distance learning platform as Lead Engineer for IceWeb Communications, Inc., content management systems as Lead Engineer for iPlicity, Inc., avionics software models for Lockheed Martin, helicopter flight simulators for Ricardi Technology. In addition, he designed and developed a system to control a credit card manufacturing system for FusionTec, Inc., developed 3-D submariner training systems with Planning Systems, Inc., and developed validation and check-out procedures for drug production lines at Burroughs Wellcome Co.. <http://www.methodhead.com>

The following advisory consultants are occasionally available to the 270Tech community.

**Donald H. Botic, (Financial Markets)**

Formerly, Mr. Botic was Sr VP, Marketing at NASDAQ, responsible for NASDAQ listings and participating in more than 2,000 IPO's and 1,000 delistings. He also developed and managed the NASDAQ MarketSite, NASDAQ on-line, and nasdaq.com brand extensions – directing a \$75 million budget and 45 professional staff. Previously, Mr. Botic was VP of Advertising when NASDAQ introduced its television campaign and oversaw the Institutional Services Department. Prior to that, he helped direct the start-up of the NASDAQ National Market. Mr. Botic received a bachelor's degree in accounting and economics from Shepherd College and is a graduate of the Wharton Executive Development Management Program.



**Don Vehlhaber, Director and COO, Cash and Carry, America, Inc. (Distribution Markets)**

Mr. Vehlhaber's experience spans food retail, distribution, manufacturing, and ethnic markets. As President and CEO of SPI Consulting International, Inc. and Managing Director of SPI's wholly-owned subsidiary in London (SPIINTL, Ltd.), he designed numerous business strategies that today are generally accepted as "best practice" in the food industry and grocery "Knowledge Environment". Representative accounts include Food Lion, Kroger, Wal\*Mart, Vons, Fleming, SYSCO, The Limited, Western Auto, CVS, Sears, Procter & Gamble. Mr. Vehlhaber founded LogisTech Associates, Inc. (now affiliated with Jobs In Logistics, Inc.), Strategy Partners Group, Inc. (now a subsidiary of ADUSA, Inc.), and Vagabond Enterprises, Inc. Previously he was Director of KPMG Peat Marwick's National Manufacturing, Retailing and Distribution Practice; Executive VP of Worldwide Chain Store Systems, Inc.; and VP of Deloitte & Touche's logistics consulting group. His education includes a BA degree in Management and Industrial Engineering.

**Tom Snyder, Sr. VP, Huthwaite International, Inc. (Sales and Communication Markets)**

Mr. Snyder is a major shareholder of American Cash Exchange Systems, a supplier of ATM & Scrip machines. He is Sr. VP for Business Development of Huthwaite International, a management consulting firm which re-engineers the sales operations of Fortune 500 firms. Early in his career, Mr. Snyder founded a Washington, DC based cash & carry and grew it to \$40 million in seven years. Mr. Snyder left the cash & carry business in 1991. He holds a BS in Computer Science and an MBA in Operations Research.

**Merle Coe, CEO, Cash and Carry, America, Inc. (Financial Services and Grocery Markets)**

Prior to founding CnCA, Mr. Coe was CEO of MicroNEX, and led the team's \$18 million raise to commercialize the CRISP integrated POS/enterprise supermarket technology. As project manager for the first two perpetual inventory systems in cash & carries, he developed and implemented key business practice improvements for that sector. He has been a consultant in automating more than 100 retail operations, including ethnic stores. While VP at Computer Data Systems, Inc., (NASDAQ listed) he built the Financial Services Group into a highly profitable multi-million division, and was responsible for designing reporting protocols, charts-of-accounts, and internal accounting procedures for National Credit Union Administration, National Science Foundation, and Booz Allen Hamilton. Early in his career, he was a senior member of the technical staff at The Mitre Corporation. He holds a BA in Mathematics and an MBA in Accounting.

**Duane R. Wolter, CPA,** (Financial Mgt. & Corporate Governance )

Mr. Wolter is a forensic accountant and “hands-on” operator. He has completed eight acquisitions, two divestitures, one IPO, and \$3 billion of public and private financing during his quarter-century career in the retail industry. Early in his career he was audit manager for Arthur Andersen & Co. From 1976 until 1979 he was assistant controller for May Department Stores (\$10 billion) and returned to May from 1990 until 1994 as Senior VP of Finance of Hechts Department Stores (\$1.3 billion). In between, he was VP of Finance of The Home Depot. He was also Executive VP of Finance of Ames (a \$5 billion discount retailer) and CEO of Ames’ Murphy Division where he completed the consolidation of the Zayres stores (\$3 billion). He holds a BBA and earned his CPA license in 1973.