

*The 8th Biotechnology
Management & Entrepreneurship
Seminar Series*

“What You Didn’t Learn About Market Positioning But Should Have!”

Presenter: Susan Dubay

Senior Manager of Medical and Clinical Affairs,
Welch-Allyn

*Learn how to recognize new opportunities in market positioning from
a medical device perspective.*

**ASK THE PRESENTER DIRECT QUESTIONS
in this free interactive video conference**

Center of Excellence, B1-306

March 4, 5:30PM – 6:30PM

For more information, please visit <http://www.bioinformatics.buffalo.edu/events.php>
To register, please contact Virginia Best (vkbest@buffalo.edu or (716) 881-8944)



FREE BOOK RAFFLE!

Dr. Mehta’s book is a comprehensive and practical overview of all the steps and challenges to successfully develop and commercialize a product from idea to income. His points are illustrated with real life examples throughout. Students and professionals alike should read this book!

Jim Mullen, CEO of Biogen-Idec and past President of the Biotechnology Industry Organization