

# BIO SUPPLY MANAGEMENT ALLIANCE

Because life depends on us™

*“Because life depends on us™, the **Bio Supply Management Alliance** supports continuous learning and improvement of bio supply management professionals and the enhancement of the efficacy of the supply chain of the industry through collaboration.”*

# Our Mission

- To build effective and efficient supply chain **STRATEGY** for the biotech, biopharma, pharma and biomedical device industries by developing, advancing, and disseminating best practices, knowledge, and research.
- To encourage and promote supply chain **INNOVATION** within the biotech, biopharma, pharma and biomedical device industries for the highest quality and clinical outcomes in patient care and welfare.
- To create a supply chain **COMMUNITY** of thought and practice leaders from the business, professional association and academic sectors for information exchange, shared services, and collaboration.

# Membership

- Manufacturers
- Suppliers- Materials and equipment
- Distributors
- Packagers & Printers
- Logistics
- Supply Chain Services
- Warehousing & Transportation
- Risk Management
- Insurers
- Legal
- Human Capital Management
- Storage and Asset Management
- IT System Solutions
- Management Consultancies
- Technology Solution Providers

# Special Interest Groups\*

Supply Chain Risk Management (SCRM)  
Supply Chain Talent Management (SCTM)  
Supply Chain Information Management (SCIM)  
Supply Chain Sourcing Management (SCSM)  
Supply Chain Logistics Management (SCLM)  
Supply Chain Clinical Operations Management (SCCOM)  
Cold Chain Management (CCM)

Each deliverable will be posted on the Bio Supply Management Alliance website. The committees will also present their research in webinars, workshops, and the annual Biotech Supply Chain Academy as deemed appropriate. The deliverables will not overtly promote any particular organization or vendor. No vendors or suppliers will be allowed to influence the findings of any steering committee.

# Global Community

- We are bound for a journey unlike no other. Connecting professionals on LinkedIn and Constant Contact.
- Followers from Asia, Europe, and Americas
- Alliance companies with international presence
- Supplier partners with international presence
- Dedicated to increasing the capabilities and knowledge of the diverse global supply chain professionals in the biotech industry

# Our Alliances



# Who's In Charge

## **DEVENDRA MISHRA (Executive Director)**

has been the president and COO of such companies as, *LIVE Entertainment, VCL-Carolco, Lieberman Enterprises, Technicolor World-wide Media and Distribution, Strawberries Records and Tapes, International Multifoods, Stan lee Media*, etc.

At *RCA Records*, as the Vice President of World-wide Manufacturing and Distribution, he implemented the revolutionary Hits and Catalog distribution, which became the hallmark of the industry.

As president of worldwide new media and distribution services at *Technicolor*, Mishra strategically developed and launched Technicolor Entertainment Services and also engineered and put into production its first optical media manufacturing facility.

A professor of Decision Sciences at *Pepperdine University*, he is recognized as an eminent thinker and practitioner of supply chain management.

# Board of Advisors

Note: The goal is not to exceed 20 Advisors.  
Exclusively from Biotech Manufacturers & Academia.

- **Mark Buck, Bio-Rad Laboratories**
- **Chris Horan, Genentech**
- **Laurel Junk, Kaiser Permanente**
- **Phil Kaminsky, PhD, University of California, Berkeley**
- **Dave Malenfant, Alcon Laboratories**
- **Rayne Waller, Amgen**
- **Nancy Nix, PhD, Texas Christian University**
- **Kevin Pegels, Bayer Healthcare**
- **Nabil Rageh, PhD, Golden Gate University**
- **R. Andrew Ramelmeier, PhD, BioMarin Pharmaceutical**
- **Mahender Singh, PhD, Massachusetts Institute of Technology**
- **Shankar Suryanarayanan, Head of India Operations, Takeda**
- **David Windsheimer, Life Technologies**



# Membership Fees & Benefits\*

- **Executive Membership Level 1 (Companies with Annual Revenues Greater than \$1 Billion): - \$12,500 annual dues**  
**Benefits:**
  - Four passes to all BSMA events
  - Participation in Steering Committees as deemed fit
  - Single level upgrade on sponsorship packages to events;
  - Exclusive banner ad on newsletter and top rotation on Alliance website
  - Company logo on newsletter e-mail/website;
  - Unlimited employee access ID's to Alliance online community;
  - Discounts on Alliance event registrations
  - Password access to all online presentations from BSMA sponsored events
- **Executive Membership Level 2 (Companies with Annual Revenues Less Than or Equal to \$1 Billion) - \$6,500 annual dues**  
**Benefits:**
  - Two pass to all BSMA partner events
  - Discounts on additional event registrations
  - Participation in Steering Committees
  - Exclusive barker ad on newsletter and mid-level rotation on Alliance website
  - Company logo on newsletter e-mail/website;
  - Unlimited employee access ID's to Alliance online community;
  - Password access to all online presentations from BSMA sponsored events

**CURRENTLY APPLYING FOR NON-PROFIT STATUS.**

# Membership Fees & Benefits

- **Executive Membership Level 3 (Start Up Companies): - \$1,500 annual dues**  
**Benefits:**
  - Two passes to all BSMA partner events
  - Participation in Steering Committees
  - Single level upgrade on sponsorship packages to events;
  - Exclusive banner ad on newsletter and top rotation on Alliance website
  - Company logo on newsletter e-mail/website;
  - Unlimited employee access ID's to Alliance online community;
  - Discounts on Alliance event registrations
  - Password access to all online presentations from BSMA sponsored events
  
- **Executive Membership Level 4 (Academia) - \$950 annual dues**  
**Benefits:**
  - Two passes to all BSMA partner events
  - Discounts on additional event registrations
  - Participation in Steering Committees
  - Exclusive barker ad on newsletter and mid-level rotation on Alliance website
  - Company logo on newsletter e-mail/website;
  - Unlimited employee access ID's to Alliance online community;
  - Password access to all online presentations from BSMA sponsored events

**NOTE: Membership fee covers all subsidiaries of the Company or the Organization.  
The membership fees are fixed for 2010-2012. Any increases in membership fees  
will be decided by the Advisory Board.**

# Operating Expenses: BSMA

- **Maintenance of BSMA's Web Site**
- **Web Portal to provide industry news in a timely manner**
- **Webinars of Special Interest Groups**
- **Direct Marketing for Annual Conference**
- **Publication of Conference Brochure**
- **Legal, Accounting & Tax Support**

# For More Information

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