

**Personalized Medicine 4.0:
Pharmacogenomics / Consumer Genetic Testing
26 May 2011 - South San Francisco Conference Center
<http://personalizedmedicine.sfsu.edu>**

8.00 Breakfast

8.50 Introduction

Master of Ceremonies: David Ewing Duncan, author, Director of the Center of Life Science Policy, UC Berkeley

Sheldon Axler, Ph.D., Dean, College of Science & Engineering, S F State

Sue V. Rosser, Ph.D., University Provost, S F State

Sheryl Denker, Ph.D., Sr. Program Advisor, BayBio Institute

Michael A. Goldman, Ph.D., Chair, Department of Biology, S F State

9.00 Opening keynote – Pharmacogenomics & Twenty-First Century Medicine

Kathy Giacomini, Ph.D., Professor & Co-Chair, Department of Bioengineering & Therapeutic Sciences, University of California, San Francisco, Schools of Medicine & Pharmacy.

10.00 Pharmacogenomics: The Key to Drug Discovery

Leonard Post, Ph.D., Vice President for Research & Chief Scientific Officer, BioMarin Pharmaceutical, Inc.

11.10 Panel – Clinical & Commercial Considerations in Pharmacogenomics

James Devlin, Ph.D., Senior Director, Cardiovascular Research, Celera

Mark Lee, M.D., Ph.D., Senior Director, Oncology Development, Genomic Health, Inc.

Gordon Parry, Ph.D., CSO, Voyageur Bio; & Independent Consultant, Personalized Medicine

12.30 Lunch

1.25 Lunch Keynote Presentation – Personal Medicine: A Futuristic Individualized Drug Manufacturing System

Lars Uno Larsson, Executive Chairman, Swedish Biomimetics 3000

1.45 Opening keynote – Consumer Genetic Testing

James Kovach, M.D., J.D., President & CEO, Athleticcode, Inc.

2.45 Personal Genomics: Challenges and Opportunities

Joanna Mountain, Ph.D., Assistant Professor of Genetics & Anthropology, Stanford University, & Senior Director of Research, 23andMe, Inc.

3.45 Panel – Business, Regulation & Ethics of Consumer Genetics

Trisha Brown, MS, CGC, Vice President, Clinical Affairs, DNA Direct

Mohan S Iyer, CFO, Tethys Bioscience

Kelly E. Ormond, MS, CGC, Stanford University

4.45 Closing keynote – Making Medicine Personal

Henry J. Fuchs, M.D., Chief Medical Officer, BioMarin Pharmaceutical, Inc.

5.45 Closing Remarks

Assemblymember Jerry Hill, 29th California Assembly District

6.00-7.30 Networking Reception