

# Personalized Medicine 5.0

## The Role of Epigenetics



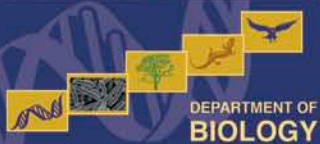
**South San Francisco  
Conference Center**

**Thursday, 24 May 2012**

**8:00 a.m. to 7:30 p.m.**

**<http://personalizedmedicine.sfsu.edu>**

**[dnamed@sfsu.edu](mailto:dnamed@sfsu.edu)**



*An SF State Department of Biology Conference*

# Personalized Medicine 5.0

South San Francisco Conference Center

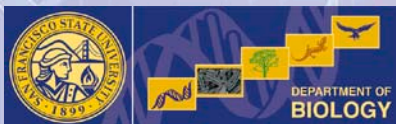


## Personalized Medicine at San Francisco State University

A star-studded cast of biotechnology, investment, academic, diagnostic, and nonprofit and corporate research leaders visited SF State to share their perspectives on how the evolving landscape of Personalized Medicine is changing medical care and preventive medicine.



Hosted by the Department of Biology, the conference drew more than 140 scientists, health professionals, educators, journalists, alumni and students for each of the past four years.



The past few years have witnessed a revolution in the understanding of health and disease, engendered by the sequencing of the human genome. Personalized medicine hopes to use genetic variation to develop new diagnostic tests and treatments and to identify the sub-groups of patients for whom they will work best. Personalized medicine can also help determine which groups of patients are more prone to developing some diseases and, ideally, help with the selection of lifestyle changes and/or treatments that can delay onset of disease or reduce its impact.

Personalized medicine is poised to transform healthcare over the next several decades. It also offers the possibility of improved health outcomes and has the potential to make healthcare more cost-effective.



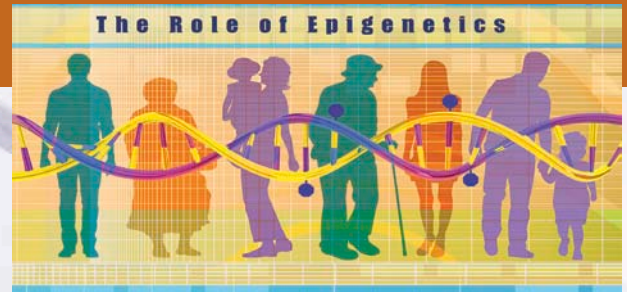
This year, our conference focuses on

the exciting area of epigenetics, or genetic change

above and beyond the DNA sequence level, with profound implications for personalized medicine, pharmacogenomics, aging and oncology. Come witness the transformation as it is happening. The conference is held at the South San Francisco Conference Center, to allow for broader participation, and to celebrate the Department's partnership with the City of South San Francisco—the hub and the birthplace of biotechnology.



# The Time is Now



## Conference Program At-A-Glance

### 8:00 Breakfast

Master of Ceremonies: **David Ewing Duncan**  
University of California, Berkeley, & BiotechNation

### 8:50 Introductory Remarks

**Michael A. Goldman, Ph.D.**, Professor & Chair, Department of Biology, SF State University  
**Sheldon Axler, Ph.D.**, Dean, College of Science & Engineering, SF State University  
**Sue V. Rosser, Ph.D.**, Provost & Vice President for Academic Affairs, SF State University

### 9:00 Keynote: Personalized Medicine and the Epigenetics of Common Disease

**Michael Snyder, M.D., Ph.D.**, Chair/Director, Department of Genetics  
& Stanford Center for Genomics and Personalized Medicine, Stanford University

### 9:50 Keynote: Epigenetics – Epigenetic Pathways Modulating Aging

**Brian Kennedy, Ph.D.**, CEO, Buck Institute for Research on Aging

### 10:30 Break

### 10:50 Epigenetics of Human Adult Stem Cell Aging and Life Extension

**Victoria Lunyak, Ph.D.**, Associate Professor, Buck Institute for Research on Aging

### 11:40 Of Mice, Men, and Prostate Cancer

**Colin Collins, Ph.D.**, & **Yuzhuo Wang, Ph.D.**, Vancouver Prostate Centre

### 12:30 Lunch & Networking

### 1:20 Panel: Advances in Diagnostics & Medicines

**Steven M. Anderson, Ph.D.**, Chief Scientific Officer of Oncology and Genetics, LabCorp  
**Jorge A Leon, Ph.D.**, President/CEO, Leomics Associates, Inc.  
**Tom Anderton, JD**, Vice President, Intellectual Property & Legal Affairs, Presidio Pharmaceuticals, Inc.

### 2:10 Epigenetic Approaches to Cancer Therapy

**Kyle J. MacBeth, Ph.D.**, Celgene Corporation

### 3:00 Break

### 3:20 Panel: Realizing Epigenomic Medicine

**Cristina Gentilini, Ph.D.**, Commercial Research Scientist, Swedish Biomimetics 3000  
**Richard M. Lawn, Ph.D.**, Executive Director, Translational Medicine, SomaLogic, Inc.  
**Arturo Orjalo, Ph.D.**, Research Scientist, Biosearch Technologies, Inc.

### 4:10 Closing Keynote: Personalized Medicine and the Epigenomics Frontier

**Jorge A Leon, Ph.D.**, President/CEO, Leomics Associates, Inc.

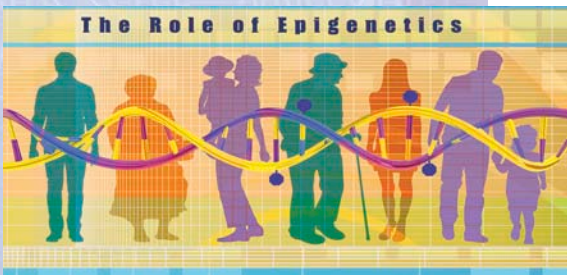
### 5:00 Closing Remarks:

Kevin Mullin, Former Mayor, City of South San Francisco

### 5:15 Reception

### 7:30 Close





# Thank you to our 2012 Sponsors

## Executive Partners

### Conference Organizing Team:

**Arlene Essex**  
Fiscal Analyst  
SF State College of Science  
& Engineering

**Michael A. Goldman, Ph.D.**  
Professor & Chair  
SF State Department of Biology

**Ken Hitchner**  
Vice President,  
Project Management  
BioMarin Pharmaceutical, Inc.  
MA Biology, SF State

**Dan Maher**  
Sr. Vice President –  
Product Development  
BioMarin Pharmaceutical, Inc.  
BA Biology, SF State

**Sally G. Pasion, Ph.D.**  
Associate Professor  
SF State Department of Biology

**John Wulf**  
President  
New Frontier Life Sciences  
Consulting MBA, SF State

**Watch for Personalized Medicine 6.0**  
in 2013! Visit our web site or contact  
us for information about the confer-  
ence or to be a sponsor.

<http://personalizedmedicine.sfsu.edu>

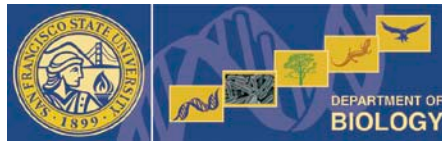
[dnamed@sfsu.edu](mailto:dnamed@sfsu.edu)

The Department of Biology  
at SF State University

Advancing global health  
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