

MAXIOM GROUP TO LEAD PANEL ON OPERATIONAL EXCELLENCE AT BIO 2007 INTERNATIONAL CONVENTION IN BOSTON

Experts to Address Continuous Improvement Concepts and Their Importance to the Biotech Industry

WALTHAM, MA, April 30, 2007 - [Maxiom Consulting Group, Inc.](http://www.maxiomgroup.com), a leading strategic business and IT consulting firm exclusively serving the life sciences industry, will lend its expertise to the BIO 2007 International Convention in Boston. Todd Applebaum, Vice President Strategy/Operations Practice, Maxiom Group, will lead a panel discussion titled, "Operational Excellence: Results-driven Continuous Improvement," on Wednesday, May 9 from 2-3:30 p.m. in room 205B at the Boston Convention & Exhibition Center

"Operational Excellence (OE) techniques, Lean and Six Sigma, are relevant to biotech companies. Because they are experiencing such rapid growth and business is becoming increasingly complex, there is an inherent need to adopt a philosophy of continuous improvement to help streamline and improve productivity," said Applebaum. "OE builds value by increasing the ability to execute strategies and react to changes in the competitive landscape."

Panelists include Detlef Rethage, President, Avecia Biotechnology; Brian Graeff, Vice President, Commercial Quality Operations, Sepracor, Inc.; Adi Mohanty, Vice President, Manufacturing, Shire HGT; and Mickey Koplove, Vice President, Biotechnology, Technology, and Engineering, Wyeth Biotech.

The session will address and demonstrate how Operational Excellence can help increase revenue, profitability, and overall business success. Panelists will share insight regarding strategies and approaches for introducing and maintaining Operational Excellence programs at biotechnology companies. Methodologies and tools that help ensure effective results and continuous improvement will also be discussed.

The BIO 2007 International Convention, hosted by the Biotechnology Industry Organization, will be held at the Boston Convention & Exhibition Center May 7 – 9. The annual biotechnology showcase is expected to draw more than 20,000 attendees. The convention serves to educate the public and policymakers about biotechnology, while fostering partnering meetings and other business development activities that keep the industry growing. For more information, visit www.bio2007.org.

ABOUT MAXIOM GROUP

Maxiom Group is a leading strategic business and IT consulting firm exclusively serving the life sciences industry. We help transform emerging, established and mature biotechnology, pharmaceutical and medical device companies at each stage of their life cycle by solving mission critical business issues. From drug discovery and development, to clinical trials, to commercial launch and sustained market leadership, Maxiom Group clients rely on our unique focus, insight and approach. For more information please visit www.maxiomgroup.com.

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