

## MAXIOM GROUP TO PRESENT ON COMMERCIALIZATION STRATEGIES AT BIO/PHARMACEUTICAL INDUSTRY FORUM IN PHILADELPHIA

*Maxiom Group's Uriel Kusiatin to Present Early Launch Planning Strategies to Bring Commercial Excellence to R&D-Based Organizations*

**Princeton, NJ, February 20, 2007** – [Maxiom Consulting Group](#), Inc., a leading strategic business and IT consulting firm exclusively serving the life sciences industry, today announced that Maxiom Group executive Uriel Kusiatin will be one of a select group of executives presenting at this year's Center for Business Intelligence's Forum on Early Stage Product Development and Commercialization Strategies for the Bio/Pharmaceutical Industry.

Uriel Kusiatin is Director of [Strategic Decision Support](#) at Maxiom Group and will present on Early Commercialization Launch Planning, highlighting strategies to bring commercial excellence to R&D based organizations. In particular, he will discuss the transition from research into clinical and commercial operations including the considerable challenges companies face in transforming from an R&D structure to one that must blend both product/technical expertise and business/commercial excellence. He will also discuss various ways to address these issues by designing a successful launch program.

What:	3rd Annual Forum on Early Stage Product Development and Commercialization Strategies for the Bio/Pharmaceutical Industry
When:	February 26 - 27, 2007
Where:	Hilton Philadelphia City Avenue, Philadelphia, PA

To register for this event please contact the Center for Business Intelligence at 1-800-817-8601, [cbireg@cbinet.com](mailto:cbireg@cbinet.com) or visit <http://www.cbinet.com/earlystage>.

### 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](http://www.maxiomgroup.com).

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