

MAXIOM GROUP TEAMS UP WITH SHIRE HGT TO PRESENT ON COMMERCIALIZATION STRATEGIES DURING INTERPHEX 2008 CONFERENCE

Maxiom Group's Joan Bramer and Shire HGT's Andrew Komjathy to present Best Practices & Lessons Learned for Successful Commercial Launch

Waltham, MA, March 18, 2008 – [Maxiom Consulting Group](#), Inc., a leading strategic business and IT consulting firm exclusively serving the life sciences industry, today announced Maxiom Group executive Joan Bramer will be among a group of life sciences professionals speaking during the INTERPHEX 2008 Conference to be held in Philadelphia, PA March 26 – 28, 2008. She will be joined by Andrew Komjathy of Shire Human Genetic Therapies in presenting the session *Best Practices & Lessons Learned for Successful Commercial Launch*. The program is on Thursday, March 27, 2008 at 2 p.m.

Joan Bramer is Director of Commercial Launch Services for Maxiom Group where she works with clients on business and marketing planning, including new product launch. Joan has over 20 years of pharmaceutical/biotechnology marketing and management experience, working on launch and marketing strategies for many new drug products. She has held various marketing positions, both domestic and internationally, with Bristol-Myers Squibb, Biogen Idec and PAREXEL.

Andrew Komjathy is the Vice President, Commercial Operations, North America for Shire Human Genetic Therapies. Mr. Komjathy has over 20 years of pharmaceutical/biotechnology experience. He was responsible for two major product launches in the US. Prior to Shire Human Genetic Therapies, he spent over nine years with Biogen Idec where he held various commercial and program management positions.

The presentation will focus on strategies that bring commercial excellence to early stage organizations. Highlighted will be the transformation from research into clinical and commercial operations where the organization must blend both product/technical expertise and business/commercial excellence. Various ways to address critical commercialization issues through the design of a successful launch program will be discussed.

To register for this event please visit www.interphex.com/registertoday.

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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