Biomarkers in Drug Development:  
Translation of Biomarkers from Early Discovery to the Clinic

**Date/ Time:** October 23, 2014; 12:30 pm – 5:30 pm  
**Venue:** Crowne Plaza Hotel, Foster City, CA  
**Speakers:** Bob Yauch, PhD (Genentech), Scott Fountain, PhD (Pfizer), Kristin Wildsmith, PhD (Genentech), Leigh Anderson, PhD (SISCAPA), Ian McCaffery, PhD (Genentech)  
**Organizers:** Alyssa Morimoto (Genentech), Kristin Wildsmith (Genentech)  
**Cost:** $125 - regular, $20 - unemployed / students, $375 - vendor show  
**Online Registration:** [www.PBSS.org](http://www.PBSS.org)

**Workshop Outline:**  
This workshop will provide an overview of the fundamentals of biomarkers. Speakers will discuss biomarker discovery and development, technologies used to quantify biomarkers, and how the different types of biomarkers (e.g. pharmacodynamic, predictive, prognostic, diagnostic) can be utilized to aid patient and dose selection, demonstrate target engagement and provide evidence of mechanism of action (MoA) and efficacy. This workshop will benefit scientists, analysts, research associates, managers, and directors currently working in the pharmaceutical and biopharmaceutical industry who want to improve their understanding of the current approaches to biomarker discovery and development and implementation. This workshop is also useful for non-pharma scientists who seek better technical understanding of challenges and opportunities in the industry.

- Overview of Discovery and Development of Biomarkers in Drug Development and Applications in Oncology  
- Development and Application of Novel Multiplexed Biomarkers and Biomeasures in Oncology Research  
- Targeted Proteomics Enables Alzheimer's Disease Biomarker Development  
- Mass Spectrometry-Based Protein Assays: Taking Candidate Biomarkers from Discovery to the Clinical Laboratory  
- Development of Companion Diagnostics for Personalized Healthcare