



biogen idec

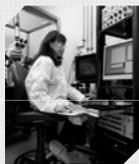
*Alison Neely, Recruiting Partner
ISPE: Marketing Yourself
November 15, 2012*

ISPE[®]

▶ Through cutting-edge science and medicine, we discover, develop and deliver to patients worldwide innovative therapies for **neurodegenerative diseases, autoimmune disorders and hemophilia**

▶ Our three blockbuster products **AVONEX, TYSABRI and RITUXAN** help generate annual revenues of more than \$5 billion

▶ We also recently launched **FAMPYRA**, the first treatment indicated to improve walking in MS patients, in the EU



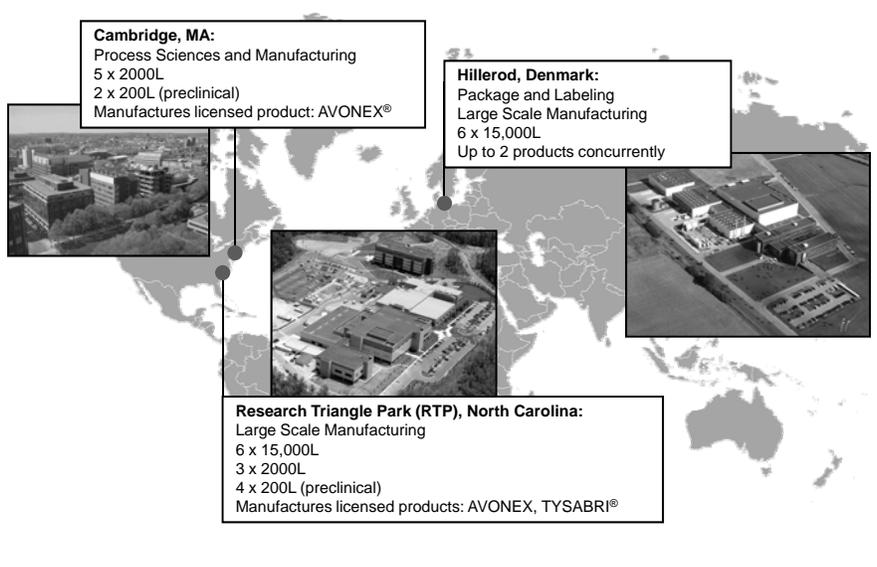
We have one of the industry's most **robust late-stage pipelines** with more than a dozen programs in clinical development

▶ Founded in 1978, we are the world's **oldest independent biotechnology company** that today has a rapidly-expanding **global footprint** and employs more than 5,800 people worldwide





GLOBAL OPERATIONS CAPABILITY



Cambridge, MA:
Process Sciences and Manufacturing
5 x 2000L
2 x 200L (preclinical)
Manufactures licensed product: AVONEX®

Hillerod, Denmark:
Package and Labeling
Large Scale Manufacturing
6 x 15,000L
Up to 2 products concurrently

Research Triangle Park (RTP), North Carolina:
Large Scale Manufacturing
6 x 15,000L
3 x 2000L
4 x 200L (preclinical)
Manufactures licensed products: AVONEX, TYSABRI®

FOUR NOTEWORTHY PRODUCTS



Avonex
(interferon beta-1a)
A leading worldwide therapy for multiple sclerosis

TYSABRI
(natalizumab)
Breakthrough multiple sclerosis therapy – powerful efficacy

Rituxan
Rituximab
Standard of care for Non-Hodgkin's lymphoma

fampyra 10 mg
First treatment indicated to improve walking in multiple sclerosis



INTERVIEW CORE BEHAVIORS



INTERVIEW CORE BEHAVIORS

Focus on Priorities/Sense of Urgency

- Quickly zeroes in on the “critical few” and puts the “trivial many” aside; eliminates roadblocks; creates focus for self and others
- Energetic; works smart; seizes opportunities; courageous
- Pursues goals with a need to finish; does not give up, even in the face of adversity
- Strives for action and results; resists the tendency to make things complex
- Establishes effective relationships with both internal and external customers and gains their trust and respect

Innovation & Creativity

- Creates a culture that supports innovation and reasonable risk taking
- Challenges status quo; does not settle for the first right idea
- Generates new and unique ideas and is open to others’ ideas
- Takes initiative to improve or simplify processes and procedures



INTERVIEW CORE BEHAVIORS

Collaboration/Teamwork

- *Seeks common ground and solves problems for the good of all; listens effectively and invites responses*
- *Communicates proactively in an open, clear, complete, timely, and consistent manner*
- *Candidly raises tough issues in a productive manner, then supports ultimate decisions*
- *Thinks ahead; anticipates what others need and the impact their work has on others*

People Management

- *Holds performance discussions regularly, follows performance and talent review time lines, is a champion of people processes and regularly seeks multiple inputs on performance from relevant stakeholders during the year.*
- *Develops people by coaching and providing feedback. Takes an active interest in their career goals and aspirations*
- *Actively manages performance, coaches direct reports for improved contributions where necessary*



INTERVIEW CORE BEHAVIORS

Mutual Respect/Trust/Integrity/Ethics

- *Establishes effective relationships through mutual respect and trust in dealing with others*
- *Acts with integrity, behaves in accordance with his/her words*
- *Commits to honesty/truth in every facet of behavior and demonstrates ethical and legal conduct*
- *Keeps confidences, admits mistakes and does not misrepresent self for any reason*
- *Ensures ethical decision making process*



HOW TO MARKET YOURSELF

- 1) What online tools are available to market yourself?
- 2) Is it wise to work with a headhunter? How do I identify one? Should I work with multiple?
- 3) What are the most advantageous ways to network?
- 4) Generalisms vs. personal accomplishments; what is best to focus on during an interview?
- 5) Power of references; do you have several at this time that could speak on your behalf at any given moment?
- 6) Out of state vs. local; who has the advantage?

TIPS FOR SUCCESS

- 1) Follow your passion
- 2) Be able to relate to everyone
- 3) Be a self promoter
- 4) Take risks
- 5) Be Yourself

OTHER QUESTIONS?



CONTACT INFORMATION

Alison Neely
Biogen Idec
Recruiting Partner, Pharmaceutical Operations & Technology
617-914-3034 (o)
alison.neely@biogenidec.com

