

Dr. Piers Mahon

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PROFILE Biotech PhD / commercial leader with 20 years' experience at Board and Ministerial levels focused most recently on precision oncology development and uptake using real world data. My care system experience covers clinical registries, research data repository networks and research methods development using real world data. My medical innovation experience covers discovery to post-launch, with a focus on precision medicine, especially oncology. I specialized in the human systems of innovation: how to align researchers, technologists, clinicians, payers and industry effectively through data based insights

I currently bring all that experience to develop new ways of converging cancer care with research to save lives faster using IT and real world data, and generate clinical research jobs.

2018 to date **Senior Principal and leader European Data and Evidence Networks, within IQVIA**
Returning to the commercial world with IQVIA (formerly IMS-Quintiles) with P&L responsibility for the Oncology Evidence Network – a network of European hospitals with IQVIA funded research data repositories and behind the firewall curation and data science to allow appropriate generation of international research grade real world evidence (of which REAL Oncology at Leeds is a member.

2015 to 2018 **Director, Global Alliances, Cancer Commons, a US charity** **London, 3 days / week**
Less common cancers need global real world datasets to unlock research, as biomarkered patients are so rare. As Director of Global Alliances, I have been seeking to join US datasets from VA, M2GEN and Intermountain with national registry and care system information in Europe with multiple ministerial and CMO-level meetings

Our main programme is looking to create new infrastructure and research models for translational research in less common cancer that will allow drug repurposing at much lower cost and be much faster to patient impact than conventional development. These stratified clinical registries are ideal investments for impact focused charities and strategic investors. Lead programme was the commercialisation of the Dutch and Scottish cancer registries and national molecular pathology systems as a social enterprise with impact investor backing

2014 to 2018 **Independent Consulting in Precision Medicine** **London, 2 days / week**

- "State of the nation" assessment for the Medicine Discovery Catapult
- Designing a large stroke & dementia RWD programme with British Heart Foundation
- Valuing the data in the UK NHS for the CMO, Dame Sally Davis
- Advising Viiv on their Real World Data and services strategy to improve HIV care
- Working with EFPIA on their response to proposed EU data privacy laws (GDPR)
- Commercial due diligence for GHO Capital on Caprion, a specialty immune-onc CRO
- BIA Lifescience Vision to 2025 (2015) and BIA input to UK industry strategy (2017)

2001 to 2014 **Bain & Company, Inc.** **London, Boston, Paris**
Principal 2011- 2014 (associate partner); manager 2008-11, consultant 2004 - 2008

Focus mostly on **commercial innovation strategy and effectiveness in biotech and technology**, with extensive joint team leadership and change management experience. Secondary focus on deal advisory to Private Equity and Financial services / capital markets

- **Example 1: ARIAD pharmaceuticals - interim global launch leader**
While ARIAD had no commercial team they hired a team led by me and reporting to CEO to plan the global launch of ponatinib / Inklusig®. My role covered:
 - Initial decision on whether to launch in Europe in-house or to sell rights, including

negotiation support vs. Novartis for a potential non-US licensing deal

- Detailed EU5 launch plan, from 1st indication choice, through commercial end-point design, pricing and access planning / trade-offs to complete commercial launch plan and pricing corridor management strategy for a biomarkered oncology drug, taking 18 months off time to market using special license sales and accelerated access programmes
- Detailed EU organizational design and change support (decision rights, budgets, job specs, hiring planning, HQ and site location choice and tax authority negotiations)
- Integrated global launch and expansion plan off which we raised \$500M (vs \$250M plan)

- **Example 2: Wellcome Trust IP & Translational Research Review** to understand why their investments in UK basic science are not translating to health impact. This included macro and micro economic analysis of the prize, issues and identification of routes to close the \$2.9B a year translational follow-on funding gap to Boston, mostly in scale-up capital
- **Example 3: Digital health adjacency strategies for Janssen (6 months):** After a market scanning phase, developed innovative business propositions and took into pilot in
 - Schizophrenia: self-monitoring apps and integrated community care delivery
 - Alzheimer's care, around e-solutions for career support and training
 - Orthopaedic discharge solutions and remote rehabilitation monitoringBoth the Schizophrenia and orthopaedic solutions had clinical registries and outcomes based pricing built into their business models
- **Led Bain's global research programme in customer satisfaction for pharma**
 - Proving satisfaction & trust are strong indicators of prescription behavior
 - Understanding drivers of satisfaction, and how they vary by therapy area
 - Developing new incentive & promotion models for pharma to drive trust and loyalty and extend Bain's Net Promoter System™ customer management system into Pharma

Major change, R&D performance improvement and capital investment programmes

- R&D portfolio reconfigurations in pharma & specialty chemicals
 - Novozymes: reconfiguration of \$300M p.a. R&D spend while increasing innovation productivity 2x (as measured by launch volume & quality metrics)
 - Borealis: reconfiguration of \$150m of R&D spend, and creating of centers of excellence

Investor advisory

- 4 of my years at Bain were in the Private Equity advisory team, leading due diligence and post-acquisition 100 day plans, mostly in health care and digital payments

1993 to
2000

BA Natural Sciences & then PhD Biotechnology Cambridge University

Sidney Sussex College / Department of Biochemistry

Focus of PhD: membrane protein proteomics and novel statistical methods

Relevant publications in the role of real world data to improve innovation

Mahon P & Tenebaum J, 2015 Paths to precision medicine, J. Precision Med 1, p38-46

Anon. 2018, State of the Discovery Nation and Role of Medicine Discovery Catapult