



Spirit of Small
Power of Scale



The Future of Innovation

Ours is a story about evolution and innovation. It's one that focuses on partnerships, shared vision and growth; one that delivers medical breakthroughs and novel technologies. Read more about how, together, we can be leaders in creating a healthier world. [See more >](#)



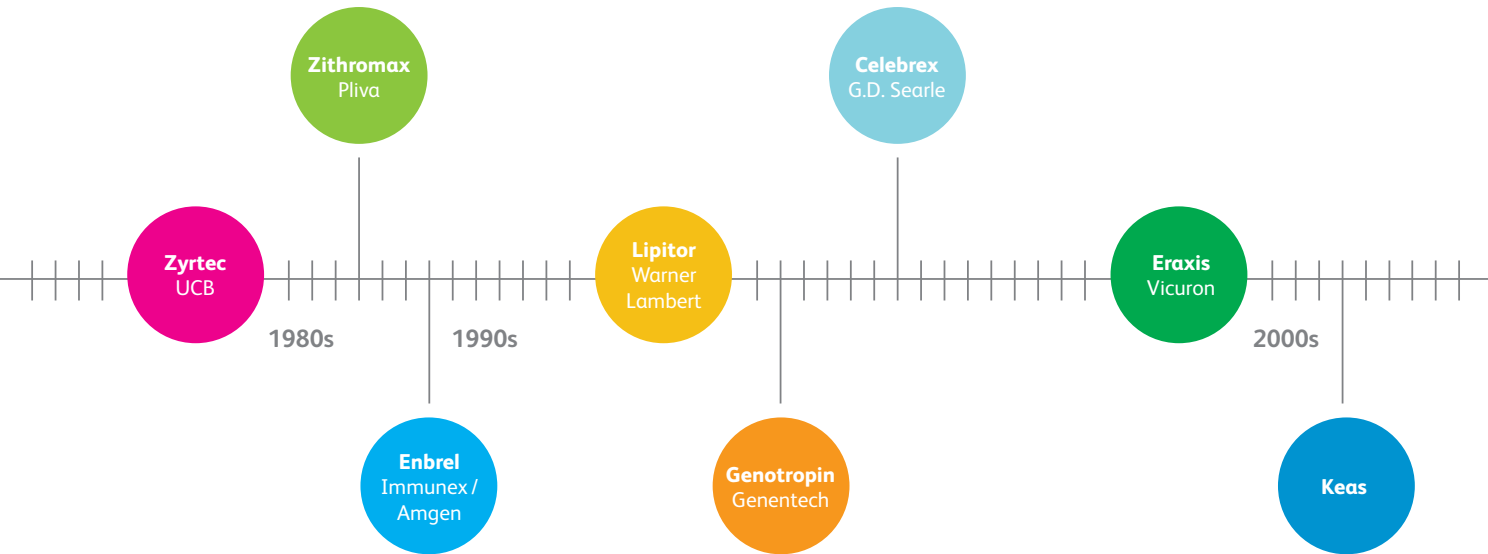
Collaborating
on the
Possibilities



Redefining Partnerships

The pharmaceutical industry continues to evolve. With drug development challenges and external cost pressures—collaboration, partnership and risk sharing are more important now than ever. No company, big or small, can succeed alone in the world of breakthrough medicines. To harness innovative science, more and more companies are looking to outside resources with a shared vision. At Pfizer, we understand that partnerships are essential to driving growth and delivering greater value for patients, customers and investors. Partnerships and collaborations allow us to advance medicines and technology and help us address unmet medical needs by fostering creativity and innovation.

We believe that with our partners and their complementary talents and capabilities, we can advance science and, together, be leaders in creating a healthier world.





Creating Alliances

Global Reach, Personal Touch

Pfizer has changed too. We've evolved our business around the needs of our customers, patients and partners to better deliver on our commitments. Our organizational structure now consists of smaller, customer-centric business units and research areas with clear areas of focus and accountability. And we've streamlined decision-making to be more responsive to the changing healthcare environment and to potential partners.

We have the power of scale, yet the spirit of "small."

What does this really mean for potential partners?

As the world's largest biopharmaceutical company, partners can leverage Pfizer's financial resources, global reach and deep expertise in research, development, manufacturing and marketing.

Our aim is to be your partner of choice. We believe our unique business unit structure gives us the ability to be an especially effective partner. Each business unit has a singular focus on a particular area of medicine or specific market. This approach allows us to be:

- Flexible – open to novel partnerships and multiple ways to engage partners
- Responsive – actively listening to partners and responding to their needs quickly
- Curious – learning from our partners and valuing their strengths
- Committed – nurturing relationships with partners based upon open communications, respect and mutual understanding

Innovation Inside and Out

Pfizer does not view innovation as a short-term strategy. For us, the future truly lies in innovation. It is critical to the core of our business, as well as for patients in need around the world. We know innovation can change lives. Even save lives.

Our commitment to innovation begins with our culture.

- At the leadership level, we established an Innovation Steering Committee, comprising leaders across Pfizer Business Units and Divisions who direct and align Pfizer's innovation initiatives
- We have also adopted an eHealth, "Connected Health," strategy, which leverages technology to expand innovation in several key areas, including clinical development, patient access, customer engagement and potential business opportunities

- To further enhance a more entrepreneurial culture, we launched Innovation Communities, an online collaboration platform where colleagues across the company can share and explore innovative ideas and nurture them into business plans for senior leader sponsorship

Externally, one of our goals is to collaborate with companies and academic centers who share our values and offer innovative technologies and business models.

- This is exemplified by the establishment of the Global Centers for Therapeutic Innovation (CTI), a novel open innovation network that pairs Pfizer with academic medical centers to accelerate the development of innovative science into medicines; and by partnerships we have formed with Acacia Living, Keas and Private Access, which all leverage technology to advance consumer-centered, outcomes-focused health and wellness solutions

Relationships Wanted

To build long-term growth and market leadership, we are focused on “Invest to Win” areas of research that represent significant medical need and growing patient populations.

We are invested in these areas:

- Infectious disease
- Inflammation
- Metabolic disorders
- Neuroscience
- Oncology
- Pain
- Biotherapeutics
- Vaccines

We look to partner with companies and scientists with those opportunities that align with our strategy to optimize our current portfolio, accelerate growth in emerging markets and increase our diversified mix. We are also interested in hearing about opportunities that fit the strategic intent of our Business Units, and we strive for strong, long-term collaborations that leverage opportunities in novel technologies, and all phases of scientific development.

Our current partnerships with biotechs, pharmaceutical companies and academic researchers cover the range of in-licensing, out-licensing, acquisitions, divestitures, research collaborations, sponsorships and equity investments.

Collaboration Begins Here

After submitting an inquiry, our review process is simple and partner-focused. We have an experienced and dedicated business development team in Worldwide Business Development and Innovation that will evaluate and execute potential opportunities.

Once a partnership is established, we have an Alliance Management Group that can facilitate the collaboration process, governance structure and ongoing management of the relationship. We then work together to achieve mutual goals and shared successes.

Companies with an opportunity identified in our Areas of Interest can submit an inquiry directly to the Business Development Representative or online at www.pfizer.com/partnering.

Emerging Markets



The Emerging Markets Business Unit (EMBU) is committed to meeting the diverse medical needs of patients in emerging markets around the world in an innovative, socially responsible and commercially viable manner. We welcome the opportunity to develop innovative partnerships with companies from all industries to reach patients we have never reached before and provide medicines and services in an affordable and sustainable manner.

Partnerships & Business Development Highlights

- Partnership with Teuto, a Brazilian generics company to develop and commercialize generic medicines, expanding to nearly 40,000 pharmacies in Brazil
- Partnership with Vodafone to improve access and reliability of medicine supplies using mobile phone technology in The Gambia
- Co-promotion with Bristol-Myers Squibb on Eliquis (apixaban), a product in development in Latin America

Areas of Interest

- Broadening portfolio to include additional therapeutic areas
- Expanding branded and unbranded generics business
- Increasing patient access and strengthening health care infrastructures
- Introducing vaccines to Emerging Markets
- Collaborating with local companies to expand existing Pfizer franchises or pursue new opportunities

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Established Products



The Established Products Business Unit has more than 600 branded and generic products in its portfolio, including many familiar brands such as Norvasc, Zolofit, Effexor and Zithromax. Our mission is to provide patients and payers with affordable medicines, characterized by Pfizer's reputation for quality, safety and innovation. Established products span a range of therapeutic areas, including solid oral dose medications, as well as distinct "niche" products such as sterile injectables and biosimilars.

Partnership and Business Development Highlights

- Licensing agreement with Aurobindo to commercialize nearly 200 of its off-patent sterile injectable and oral products in the United States
- Collaboration with Protalix to co-develop treatment for Gaucher's Disease
- Partnership with Biocon to develop and commercialize biosimilar versions of insulin and insulin analog products

Areas of Interest

- Biosimilars
- Post-Loss of Exclusivity Pfizer Drugs
- Branded Generics
- Generics
- Sterile Injectables

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Oncology



Pfizer Oncology is striving to cure or control cancer with breakthrough medicines.

Compounds under evaluation are across four scientific platforms — anti-angiogenesis, signal transduction, immuno-oncology and cytotoxic potentiators — and multiple tumor types. With more than 100 clinical trials in progress in some of the most prevalent and difficult-to-treat cancers, Pfizer Oncology has one of the industry's fastest growing pipelines of potential new medicines. Our business development focus is to identify assets that have the potential to significantly advance the standard of care in cancer. We are seeking to complement our internal portfolio with late-stage assets in randomized controlled multi-center phase 2 trials and assets in phase 3.

Partnership and Business Development Highlights

- Agreement with Abbott Molecular Inc. to co-develop and commercialize a molecular diagnostic test intended to screen patients with non-small cell lung cancer that may have the specific anaplastic lymphoma kinase fusion gene that is also targeted by Pfizer's investigational oncology compound crizotinib
- Acquisition of CovX, which provided an innovative biotherapeutics technology platform and complementary pre-clinical product candidates in oncology

Areas of Interest

- Hematologic Malignancies
- Signal Transduction Modulators
- Cytotoxics
- Supportive Care Agents

Business Development Contact

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Primary Care



Primary Care is Pfizer's largest business unit, operating in the US, Europe, Canada, Japan, South Korea and Australia/New Zealand. With a heritage of developing medicines that help people, Primary Care is proud of its portfolio, which covers many of the products that Pfizer is known for: Lipitor, Viagra, Celebrex and Lyrica. Our current focus is on high-need disease areas such as Pain, Cardiovascular and Metabolic Disorders. Pfizer's goal is to continue to lead in Primary Care through effective and efficient delivery of our portfolio today, and continued innovation to meet the needs of the transforming healthcare market.

Partnership and Business Development Highlights

- Many key assets connected to successful partnerships: Aricept with Eisai, Spiriva with Boehringer Ingelheim and Eliquis (apixaban), a product in development, with Bristol-Myers Squibb
- Alliance with Keas to enable health experts to author and sell personalized Care Plans directly to patients
- Partnership with Cleveland Clinic on a program for electronic vouchers allowing patients a free sample of certain prescriptions

Areas of Interest

- Pain
- Women's Health
- Cardiovascular
- Diabetes
- Technologies that help deliver improved outcomes in key therapeutic areas
- Late-stage primary care development and commercial opportunities

Business Development Contact

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Specialty Care



Pfizer's Specialty Care Business Unit features a successful portfolio of market-leading medicines spanning 11 therapeutic areas and a rich pipeline of promising new products. Our business is committed to the eradication, remission and relief of serious disease.

We are leaders in vaccines and biologics, two of the most important areas of innovation and growth in the industry, and have a leading presence in inflammation, infectious disease, hemophilia and ophthalmology.

Partnership and Business Development Highlights

- Co-development: Alzheimer's Disease with Janssen AI (bapineuzumab)
- Co-promotions: Rheumatoid and Psoriatic Arthritis with Amgen (Enbrel) and Multiple Sclerosis with Merck Serono (Rebif)
- EU Regional development and promotion: Dupuytren's contracture with Auxilium (Xiapex)
- Joint venture with GSK: Formation of ViiV Healthcare for HIV
- Acquisition of FoldRx: Familial amyloid polyneuropathy (tafamidis), a product in development

Areas of Interest

- Vaccines (both prophylactic and therapeutic segments)
- Neuroscience
- Orphan and Rare Diseases
- Pulmonary Vascular Disease
- Cardiorenal Disease
- Infectious disease
- Inflammation/Immunology
- Late-stage Specialty Care Development and Commercial Opportunities

Business Development Contact

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Animal Health



Pfizer Animal Health is a world leader in the discovery, development and manufacturing of innovative animal vaccines and medicines. We are working to help assure a safe, sustainable global food supply from healthy livestock and poultry, while helping companion animals and horses to live longer healthier lives.

Pfizer Animal Health has a broad portfolio that includes many of the world's leading veterinary brands in pharmaceuticals and biologicals and a growing range of services for veterinarians and livestock producers that complements and enhances the veterinary care their animals receive.

Partnership and Business Development Highlights

- Acquisition of Microtek International Inc., further expanding Pfizer's commitment to a safe food supply from healthy beef and dairy cattle, swine, poultry and now, fish
- Global licensing agreement with Epitopix, expanding access to two conditionally licensed vaccines with SRP® technology for use in beef and dairy cattle: the Escherichia Coli Bacterial Extract vaccine and the Salmonella Newport Bacterial Extract vaccine

Areas of Interest

- Parasiticides
- Anti-infectives
- Biologicals
- Companion Animal Products: Allergy, Cancer, Pain
- Livestock Products: Metabolic Disease, Production, Nutritionals, Food Safety

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Consumer Healthcare



Pfizer Consumer Healthcare (PCH) is among the largest over-the-counter (OTC) health care product companies in the world, with two of the top 10 global OTC brands (Advil and Centrum). Operating globally in more than 85 countries, PCH develops, manufactures and markets leading non-prescription medicines, vitamins and nutritional products. We strive to bring new and better solutions to market that help consumers around the world support their health and enhance personal well-being.

Partnership and Business Development Highlights

- Pfizer Consumer Healthcare is seeking partners with novel, proprietary drug delivery technologies or ingredients for OTC drugs (or Rx drugs with OTC switch potential) or dietary supplements, as well as collaborations that have the potential to enhance the brands in our core therapeutic areas and expand our OTC portfolio
- Past and ongoing partnerships include global development, licensing and supply agreements

Areas of Interest

- Pain Management
- Dietary Supplements
- Respiratory
- Personal Care

Business Development Contact

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Nutrition



Pfizer Nutrition is a world leader in infant and pediatric nutrition. Our portfolio of products is available in more than 60 countries and includes a full line of infant formulas, follow-on formulas, growing-up milks and supplements for pregnant and lactating women. Our vision is to become the most trusted nutrition company in the world by advancing health and wellness through scientific research and the development and delivery of innovative, high-quality and clinically based nutrition products and services. To do this and remain at the forefront of research and innovation, we partner with nutrition experts around the world and participate in collaborative partnerships aimed at meeting global health goals.

Partnership and Business Development Highlights

- Pfizer Nutrition seeks to do business with innovative partners offering technologies that can advance Pfizer Nutrition's product portfolio and with commercial partners that can provide greater reach and scope beyond Pfizer Nutrition's current footprint.
- Past and ongoing relationships include R&D collaborations, license agreements and commercial arrangements in multiple geographies.

Areas of Interest

- Infant Milk Formula Businesses in Emerging Markets
- Specialty Formula Products
- Ingredients with Proven Science (e.g., Prebiotics and Probiotics)
- Adult Nutrition Products and other Adjacent Categories
- Innovative Packaging Technologies

Business Development Contact

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Research & Development



Pfizer's Research and Development organization, led by world-class scientists, focuses on the discovery and development of small and large molecule therapeutics, including vaccines. We are committed to strong partnerships — with leading scientists, academic institutions and biotech and other pharmaceutical companies — that continue to break new ground in our understanding of human biology and enable us to deliver new drugs to patients.

Partnership and Business Development Highlights

- Open innovation collaboration with UC San Francisco, the first partnership in Pfizer's recently established network of Global Centers for Therapeutic Innovation (CTI), focused on accelerating drug discovery and development
- Research collaboration with Ablynx to discover, and develop nanobodies for the treatment of inflammatory diseases such as rheumatoid arthritis, Crohn's disease, psoriatic arthritis and ankylosing spondylitis
- Research collaboration with MacroGenics to discover and develop bi-specific "T-DART" biologics for re-directed T-cell killing of cancer cells
- Pharmaceutical consortium led by Ablexis to gain non-exclusive access to Ablexis' transgenic mouse platform technology and enable efficient discovery and development of antibody therapies

Primary Areas of Interest

- Cardiovascular & Metabolic Diseases
- Infectious Diseases
- Inflammation & Immunology (including Fibrotic Diseases)
- Neuroscience
- Oncology
- Pain & Sensory Disorders
- Vaccines: Prophylactic & Therapeutic

Additional Areas of Interest

- Allergy & Respiratory
- Genitourinary disorders, including renal disease
- Orphan & Genetic Diseases
- Retinal Diseases, Stem Cells & Regenerative Medicine
- Epigenetics-driven Diseases
- Human Microbiome
- Antibody & Peptide Technologies
- Oligonucleotide Technologies
- Novel Scaffold Technologies
- Novel Patient-focused Drug Delivery Devices & Formulations
- Small & Large Molecule Process Technologies
- Molecular & Translational Medicine
- Diagnostics & Biomarkers
- Drug Safety & DMPK technologies

Business Development

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Innovation



Pfizer is committed to improving health and well-being at every stage of life. We strive to provide personalized healthcare solutions that enable all people to lead healthier lives and treat illness effectively. We are dedicated to transforming public health through our deep commitment to and relationship with patients, caregivers and physicians as well as our collaborative innovation efforts with the global healthcare ecosystem.

Our team is dedicated to exploring breakthrough ideas through active collaboration and partnerships for business model innovation across the healthcare value chain. Our vision is to realize a world of high quality, affordable, accessible and personalized healthcare solutions that empower consumers and providers, transform health outcomes, improve well-being and quality of life and contribute to sustainable healthcare systems globally.

Partnership and Business Development Highlights

The following are representative of our strategic partnerships to help further innovation in health and wellness:

- Acacia Living: A unique technology solution and collaborative healthcare ecosystem to provide integrated health and lifestyle solutions to seniors that enable high quality independent living in their homes
- Keas: A novel technology platform to advance consumer-centered, outcomes-focused health and wellness solutions
- Private Access: A patent-protected technology platform that uniquely enables sensitive personal information such as medical records to be shared and searched over the Internet with healthcare providers, caregivers, researchers, family and community members

Areas of Interest

- Open and collaborative innovation models
- Consumer-centered, outcomes-focused healthcare models
- Integrated disease area health and wellness solutions
- Behavior modification solutions
- Connected Health (Web 2.0/3.0, mobile) business models
- Point-of-Care (consumer and provider) diagnostic, device and sensor solutions
- Next generation informatics and predictive health solutions
- Healthcare and wellness adjacencies

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Venture Capital



Pfizer Venture Investments (PVI), the venture capital arm of Pfizer, invests for return in areas of current or future strategic interest to Pfizer. PVI seeks to remain at the forefront of life science advances, looking to identify and invest in emerging companies that are developing compounds and technologies that have the potential to enhance Pfizer's pipeline and shape the future of our industry. With a \$50M annual budget for private investments, PVI may invest up to \$10M per round in selected companies in any stage of development, with a strong focus on growth stage opportunities.

Partnership and Business Development Highlights

PVI invests in companies in all stages of development, including such companies as Avid Radiopharmaceuticals, Flexion Therapeutics, Merus, NovoCure and TetraLogic. PVI also encourages future partnerships with Pfizer when appropriate, such as with our investments in Ablexis and HD Biosciences.

Please visit www.pfizerventureinvestments.com.

Investment Strategy Key Points

- We consider investments in a broad array of healthcare related areas, including therapeutics, platform technologies, diagnostics, drug delivery, pharmaceutical services, healthcare IT and other technologies impacting drug discovery and development and Pfizer's Businesses
- While primarily U.S. focused, international investments may represent up to 20% of the portfolio

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- Pulmonary Vascular Disease**
- Renal**
- Vaccines**
- Women's Health/Urology**

Animal Health

Consumer Healthcare

- Dietary Supplements**
- Personal Care**
- Respiratory Rx to OTC Switch**
- Therapeutics: Internal & External Pain Relief**

Nutrition

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At Pfizer, we apply science and our global resources to improve health and well-being at every stage of life. Our diversified global health care portfolio includes human and animal biologic and small molecule medicines and vaccines, as well as nutritional products and many of the world's best-known consumer products. Every day, Pfizer colleagues work to advance wellness, prevention, treatments and cures that challenge the most feared diseases of our time. We also collaborate with health care providers, governments and local communities to support and expand access to reliable, affordable health care around the world.

**To find out more about our spirit of small and power of scale,
visit www.pfizer.com/partnering.**