



CARLOS VELEZ

COURSE LEADER FOR

**OUT-LICENSING: BEST PRACTICES IN
PRESENTATIONS, CONFERENCES, AND
FOLLOW-UP**

Dr. Velez is the Founder and Managing Partner of Lacerta Bio, an international consultancy specializing in both in- and out-licensing of prescription and non-prescription product candidates and commercial products, across multiple therapeutic areas and markets. He also has extensive experience in related business development and licensing activities such as valuation, portfolio analysis and prioritization, and business planning.

He holds a B.S. in Pharmacy from the Albany College of Pharmacy, a Ph.D. in Pharmacy from the University of North Carolina at Chapel Hill, and an MBA in Technology Management from the Rochester Institute of Technology.

What will you be discussing in your class?

The class discusses three key areas of out-licensing communications; Presentations, Meeting invitations, and Tracking.

Can you give us further detail on the three key sections?

We jump right into it and spend a lot of time talking about the different presentations required for out-licensing.

We then pivot into a discussion on the written text used for sending meeting invitations and emails.

Lastly, we discuss internal communications; that is, what and how to communicate the out-licensing process progress with management and boards. About half-way through the course, we begin to weave all of this into a coherent, structured plan and process to follow.

Who is this class designed for?

This class was designed for anyone who is involved in out-licensing, whether it's a CEO, a Director, or anyone in between.

It may also be useful for those who are supervising others who are out-licensing assets, such as Board members monitoring the activities of their CEOs.

What led you to put this course together?

Over the years, we have scouted for in-licensing opportunities on behalf of many clients. With this, we have seen many good opportunities which are presented poorly. For example, the initial presentations are too technical, or spend too much time on unimportant issues. Or, they try to cram everything into a single presentation.

We felt that we could help a lot of companies, and a video training approach seemed like the best way to help a lot of companies - in a highly cost-effective manner.

What will students expect to learn and achieve after taking this class?

At minimum, they should immediately have better presentations. Hopefully, this class will also encourage students to move away from the one-presentation-fits-all approach.

Second, students will learn how to write better, sharper, clearer meeting invitations which are less likely to get ignored by potential partners.

Lastly, they should improve their tracking and reporting skills.

How is the class structured?

The class is divided into four modules, and each module has a series of videos. Each video is 5-10 minutes long. So the entire class is designed to be consumed in small chunks. Each module ends with a short quiz to reinforce the key points.

Do you have any tips or suggestions for getting the most out of the course?

I think our approach to developing presentations may seem odd. We are asking students to prepare multiple presentations for out-licensing.

It may look like extra work without a clear benefit. So, we suggest any doubters to keep going through the material. It will all become more clear mid-way through the class.

To find out more about our courses and how they will transform the way you work, please contact our Education Consultants by calling +44 (0) 20 701 77164 or emailing Nabihah.Durrani@KNect365.com.

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