BLACKBIRD FOR TRAINING

Pharmaceutical Business Development

15 – 19 March 2027
Barcelona (Spain)



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Introduction

Pharmaceutical business development plays a crucial role in driving organizational growth and innovation within the life sciences sector. Among its core strategies, in-licensing stands out as a key mechanism that enables companies to expand their product portfolios, access cutting-edge technologies, and strengthen competitive advantage in a highly regulated and dynamic marketplace.

This advanced training program provides participants with an in-depth understanding of in-licensing frameworks, including how to evaluate business opportunities, negotiate effectively with potential partners, and manage legal and regulatory obligations associated with licensing agreements.

The course is designed for senior and mid-level executives, business development managers, regulatory affairs professionals, and legal teams seeking to enhance their strategic capabilities in pharmaceutical deal-making. By the end of the program, participants will acquire practical insights and analytical tools to make informed licensing decisions that align with their organization's long-term objectives.

Course Objectives

- Understand the strategic foundations of pharmaceutical business development.
- Analyze product life cycles and identify stages for in-licensed product integration.
- Evaluate commercial and technical opportunities for in-licensing partnerships.
- Apply valuation and due diligence methodologies for assessing potential deals.
- Strengthen negotiation and contract management capabilities.
- Master the legal and regulatory considerations governing licensing activities.
- Build and manage sustainable external partnerships.
- Integrate in-licensed assets into broader corporate and product strategies.

Course Outlines

Day 1: Strategic Foundations of Pharmaceutical Business Development

- Overview of business development functions in the pharmaceutical industry.
- Defining growth objectives through in-licensing strategies.
- Distinguishing between in-licensing and out-licensing models.
- Global trends shaping licensing and alliance management.
- Identifying and screening potential partners.
- Case studies of successful in-licensing models.



Day 2: Opportunity Assessment and Commercial Feasibility

- Key steps in identifying in-licensing opportunities.
- Market and technical valuation approaches.
- Financial modeling and forecasting expected returns.
- Risk assessment and return-on-investment analysis.
- Preparing business case presentations for executive decision-making.
- Practical workshop on evaluating a real licensing case.

Day 3: Legal and Regulatory Frameworks

- Overview of legal structures in pharmaceutical licensing.
- Essential components of licensing and technology transfer agreements.
- Intellectual property and patent protection management.
- Compliance requirements and regulatory due diligence.
- Managing confidentiality, liability, and exclusivity clauses.
- Hands-on session analyzing sample licensing agreements.

Day 4: Negotiation Strategies and Partnership Management

- Core principles of strategic negotiation in licensing.
- Identifying stakeholder priorities and aligning mutual interests.
- Building trust and long-term collaboration frameworks.
- Structuring win-win negotiation scenarios.
- Managing disputes and post-deal communication.
- Simulation exercise: live negotiation between two pharmaceutical partners.

Day 5: Integration and Strategic Implementation

- Aligning in-licensing with corporate strategy and R&D goals.
- Integrating in-licensed products into the company’s portfolio.
- Developing monitoring and performance-tracking systems.
- Setting key performance indicators for partnership success.
- Reporting licensing outcomes to executive leadership.
- Final workshop and participant project presentations.



Why Attend This Course: Wins & Losses!

- Gain an expert understanding of in-licensing processes in the pharmaceutical sector.
- Enhance analytical and decision-making skills in evaluating partnership opportunities.
- Improve negotiation effectiveness and deal-structuring competence.
- Acquire practical knowledge of legal and regulatory compliance in licensing.
- Strengthen organizational capacity for sustainable business growth.
- Learn from real-world examples and industry best practices.
- Build valuable professional connections across the life sciences sector.
- Prepare for advanced leadership roles in business development and licensing.

Conclusion

This intensive training course provides an advanced framework for mastering the strategic, legal, and operational dimensions of pharmaceutical in-licensing. Through a blend of theory, case analysis, and applied exercises, participants will gain the practical skills necessary to identify valuable assets, structure effective partnerships, and drive organizational growth through well-executed licensing strategies.

By completing this program, professionals will be better equipped to lead business development initiatives that foster innovation, optimize resource utilization, and create long-term value in the ever-evolving pharmaceutical landscape.

