



WEDNESDAY, MARCH 27, 2013

TOPIC: The Fast Track to Global Markets: Eisai's Journey from Market Entry to Global Commercialization

SPEAKER: Lonnel Coats
President & CEO, Eisai Inc.
President, Eisai Corporation of North America
Senior Vice President, Pharmaceuticals Business, U.S., Eisai Co., Ltd.

In 1996, one year after Eisai Inc. was established, Mr. Lonnel Coats launched a prolific career with the company, helping expand its U.S. presence as he advanced through a series of sales leadership positions. In 2010, he was appointed CEO of Eisai Inc. and president of Eisai Corporation of North America, overseeing the strategic direction of the U.S. business. He has positioned the company for growth by providing management support and oversight to all operating companies in the U.S.

Eisai, one of several founding members of New York Pharma Forum, had only a handful employees at the time NYPF started. It has since grown to over 1,800 employees in the U.S., and Mr. Coats has been involved in every step. At this program, Mr. Coats will share insights on the company's rapid growth in the U.S. and other global markets, as well as its long-term business objectives and commercial strategy for differentiating itself from competitors. He will also discuss the challenges he encountered as an American member of the top management of a Japanese pharma company and provide his prognosis of future challenges and opportunities for Japanese pharma companies looking to enter or expand their footprint in the U.S. and other global markets.

Mr. Coats played a pivotal role in Eisai's rapid growth into an integrated pharmaceutical business. Eisai Inc. reached \$1 billion in sales within just five years after its establishment in the US. In addition to his role as CEO, he also serves as a senior vice president and corporate officer of Eisai's parent company in Japan, where he leads Eisai's Global Medical and Marketing division and serves as regional head of the Americas, providing management support and oversight to all of Eisai's subsidiaries in North and South America. Before joining Eisai Inc., he held various sales management positions at Janssen Pharmaceuticals Inc.