

**Build to sell:
A High-growth technology business forum**

**Thursday 29 February 2024
5.00-6.00 p.m. CET (main event)
6.00-7.00 p.m. (optional meet-the-speakers session)**

5.00 p.m. Introduction

Thomas Bereuter, Innovation Networks Manager, European Patent Academy,
European Patent Office

Dana Colarulli, Executive Director, Licensing Executives Society International
(LESI)

5.05 p.m. Build-to-sell forum

Live case study presenter: **Sanja Selak**,
Founder, CEO and SCO of ORIGIMM Biotechnology (Austria)

Expert panel chair: **Juergen Graner**
Founder and CEO of Globalator (USA, UK and Austria)

Expert panel representative from Europe: **Irene Fialka**
CEO of INITS and Managing Director of Health Hub Vienna (Austria)

Expert panel representative from Asia: **Audrey Yap**
Past President of LESI, Managing Director of Yusarn Audrey (Singapore)

Expert panel representative from North America: **Patrick Monroe**
M&A lawyer at Monroe Law (USA)

6.00 p.m. Meet the speakers (optional)

7.00 p.m. End of the event



Sanja Selak – Live case study presenter

Founder, CEO and CSO of ORIGIMM Biotechnology
Vienna, Austria

Sanja Selak is a biotech entrepreneur, scientist, and innovator with 27 years of academic and industry experience. In 2012 she founded and managed Origimm Biotechnology, which was acquired by Sanofi in 2021. She remained with Sanofi for about 18 months to support the transfer of her business and ensure its successful continuation.

Live case study description

Our case study speaker Sanja Selak took a global pathway to entrepreneurial success. Born in Bosnia, she obtained her PhD in medical science in Canada, pursued postdoctoral research in neuroscience in Spain and gained additional industrial experience before founding the company Origimm Biotechnology in Austria. She later sold Origimm to a French company in 2021. Dr Selak will elaborate on how she built Origimm with a strong focus on team and culture that empowered operational excellence with benchmark character. She'll also talk about the experience of selling her company to the global pharmaceutical corporation Sanofi, and how she supported its transition and integration with the new owner. Throughout this journey from start-up to merging into a large corporation, patents played an important role in enabling this pathway. Together with Dr Selak and our global panel of experts from Europe, Asia and North America, we will discuss potential challenges that arise when a nimble business is sold to a global giant, and what it means for an entrepreneur to become an employee.



Thomas Bereuter

Innovation Networks Manager, European Patent Academy, EPO
Munich, Germany

Thomas Bereuter is a certified licensing professional (CLP) with over 20 years' experience in international commercialisation of early-stage technologies. He has founded and supported several high-tech start-ups and university spin-offs. Mr Bereuter was also a driving leader of the business incubation and technology transfer waves in Austria in the early 2000s.



Dana Colarulli

Executive Director, Licensing Executives Society International (LESI)
USA

Dana Colarulli is an attorney and senior government affairs professional with more than two decades of experience working on legal-related technology policy and intellectual property issues in and with the private sector, the Executive Branch of the U.S. government and the U.S. Congress.



Juergen Graner – Expert panel chair

Founder and CEO, Globalator
San Diego, USA / London, UK / Vienna, Austria

Juergen Graner has more than 30 years' experience managing companies, departments and strategic transactions. He has held CEO positions in 6 countries on 3 continents, and coached over 100 CEOs globally. Mr Graner has over 25 years of teaching experience, speaks regularly at conferences and publishes articles about strategic transaction management.



Irene Fialka – Expert panel representative from Europe
CEO of INiTS and Managing Director of Health Hub Vienna
Vienna, Austria

Irene Fialka has more than 25 years of experience working with high-tech entrepreneurs and academic spin-offs. As CEO of one of the most successful high-tech incubators in Europe, Ms Fialka works on the forefront of value creation through start-ups. Her main interest is in the life science and healthcare space.



Audrey Yap – Expert panel representative from Asia
Managing Director, Yusarn Audrey
Singapore

Audrey Yap is a qualified lawyer and patent attorney with extensive experience working to support companies at various stages of their growth. She has been ranked a world's leading IP strategist in the IAM300 for 15 years running. Ms Yap is co-founder and managing director of ASEAN IP and the corporate law firm YUSARN AUDREY LLC in Singapore.



Patrick Monroe – Expert panel representative from North America
M&A lawyer at Monroe Law
San Diego, USA

Patrick Monroe has more than 20 years of combined business and legal experience relating to high-growth enterprises and M&A transactions. Having formerly spent ten years as a manager at Fortune 500 companies and small businesses, Mr Monroe is known for his practical approach to M&A transactions.