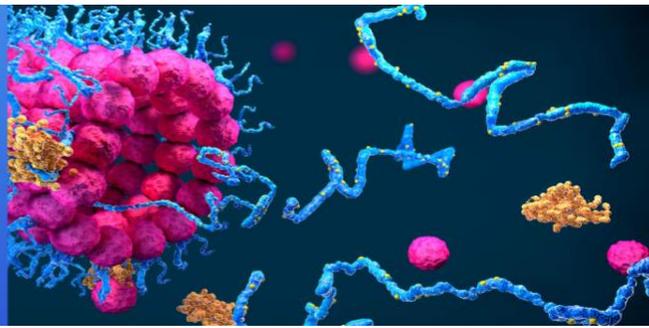


Proteomics

The Proteomics Evolution:
What's New & What's Next

October 3-5, 2021
The Montage Resort, Laguna Beach, CA



The Proteomics Evolution: What's New & What's Next

The topic for this event is proteomics; the newest developments in this space, how companies are capitalizing on these opportunities, and the implications for ALDA members.

Titled “The Proteomics Evolution: What's New & What's Next”, the 2021 Fall Senior Executive Conference will offer valuable insights on the study of the proteome and its evolving applications, as well as new innovations and techniques. Attendees will hear from distinguished speakers with multiple perspectives from varied fields, from researchers to financial analysts to senior executives of dynamic companies in this space.

Proteins dictate cellular structure and activity, provide the mechanisms for signaling between cells and tissues, and catalyze chemical reactions that support metabolism. Proteins can be the root cause of diseases, and they can be used to cure it. Innovations in mass spectrometry (MS) technology have enabled researchers to uncover previously unexplored parts of the proteome over the years, assisting the discovery of new drugs and pushing the boundaries of personalized medicine.

ALDA speakers will guide the audience through new evolutionary opportunities in this space; what does this next generation of proteomics look like? What are the latest applications being used? How do newer processes like machine learning impact what's coming next? And finally, how are companies in this space capitalizing? This compelling narrative will drive our October 4 sessions.

Two dynamic speakers will bookend the conference, focused outside of the proteomics topic. On Sunday night, best-selling author and former FBI hostage negotiator Chris Voss will share stories and lessons on the art of negotiation. And on Tuesday morning, we will be joined by the great Michael Lewis to discuss his newest book, *The Premonition*, as well his storied catalog of best-selling books including *The Big Short*, *Moneyball*, *The Blind Side*, *Liar's Poker*, and many more.

Sunday, October 3, 2021

1:00-9:00 PM **Rapid PCR Testing**--please plan to set aside 30-45 minutes prior to entering the conference in order to take the test and receive the results. **Only attendees receiving negative test results will be permitted to enter the conference.** Due to the duration of the event, this will only be required once and will not be conducted daily.

Ballroom III

5:00 PM Registration
Foyer of Ballroom I&II

6:00 PM Reception and Dinner
The Courtyard/Ballroom I&II

Never Split the Difference

Chris Voss

Former FBI hostage negotiator

Co-author of the book “Never Split the Difference”

Chris is a dynamic speaker who debunks the biggest myths of negotiation. Chris will engage ALDA with captivating stories, insights, useful tips for business and everyday life. Chris has lectured on negotiation at business schools across the country and has been seen on ABC, CBS, CNN, Fox News, and Forbes. Chris’s Keynotes are based on his book “Never Split the Difference.”

Monday, October 4, 2021

7:00AM-1:00 PM **Rapid PCR Testing**—If you will not be at the conference on Sunday, please plan to set aside 30-45 minutes prior to entering the conference in order to take the test and receive the results. **Only attendees receiving negative test results will be permitted to enter the conference.** Due to the duration of the event, this will only be required once and will not be conducted daily. Those requiring a negative test before traveling outside the US can get that test before 1:00 PM.
Ballroom III

7:30 AM Continental Breakfast
Courtyard/Foyer of Ballroom I&II

9:00 AM Welcome and Program Introduction
Ballroom I&II

Next-gen Proteomics: Outlook and Opportunities in a Massive Market

Puneet Souda

*Senior Research Analyst covering Life Science Tools and Diagnostics
SVB Leerink*

Mr. Souda closely tracks our industry and has a deep knowledge of financial activity in the proteomics space. He will share insights on this expanding market and what the future holds for companies in this space, as well as implications for the broader industry. This session will frame the dialogue for the rest of the day, providing a solid foundation on the state of proteomics that will be expanded on by other presenters.

10:15-10:45 AM Break

The Latest in Proteomics Applications & Forward-looking Research

Jennifer van Eyk, PhD

*Director, Advanced Clinical Biosystems Institute in the Department of Biomedical Sciences —
Erika J. Glazer Chair in Women’s Heart Health
Cedars Sinai*

Dr. van Eyk will draw on her past experience, research and work at Cedars Sinai and examine what's happening in proteomics, how it's evolving, and efforts to extend and advance the science.

Dr. Van Eyk's research is focused on high throughput quantitative proteomics and disease-induced biomarker studies. The Van Eyk Laboratory at Cedars-Sinai is interested in the molecular basis behind a range of cardiovascular disorders.

She will share how her lab uses mass spectrometry-based expertise to decipher the precise role that protein expression profiles and modifications play in disease progression.

12:00 PM Luncheon
Outside on Pacific/Ocean Lawn

1:30 PM ALDA Annual Business Meeting
Ballroom I&II

1:45 PM Afternoon Session
Ballroom I&II

Proteomics 3.0, machine learning, and the singularity

John Yates III, PhD

*Professor, Department of Molecular Medicine, California Campus; Editor-in-Chief: Journal of Proteome Research
Scripps Research*

Dr. Yates will assess the next stage of proteomics with this forward-looking session focused on how artificial intelligence will impact the science moving forward.

Research in the Yates lab is focused on the development and application of mass spectrometry-based proteomics techniques to a wide range of biological questions.

Dr. Yates' research encompasses the areas of bioinformatics and software development, methods development and biological applications. According to his lab, "the integration of all the elements in the proteomics pipeline within one lab facilitates advances in all of them."

2:45-3:15 PM Break

CEO Roundtable from Dynamic Proteomics Companies

Confirmed Speakers:

- **Omid Farokhzad**, Chief Executive Officer and Chairman, Seer
- **Carl Raimond**, Chief Commercial Officer, Olink
- **Sujal Patel**, Founder and Chief Executive Officer, Nautilus Biotechnology
- **Roy Smythe**, CEO, SomaLogic
- **Alex Vadas**, Managing Director & Partner, Biopharmaceuticals & Life Sciences, L.E.K. Consulting, **Moderator**

Senior executives from fast-growing, dynamic companies in the proteomics space will discuss the promise and role of advanced proteomics tools, as well as challenges with pioneering novel analytical technologies.

These individuals will bookend the proteomics portion of the conference by looking at the science through the lens of others in the room; business leaders in our industry. This will include scaling, financing, strategy, and what's next. This moderated roundtable will conclude the day's sessions.

4:15 PM Conclusion of Monday's program

5:30 PM Reception and Dinner
Reception: ***The ALDA Olympics*** . Please note that the competition component is optional; there will be a general reception area, as well. Dress comfortably in casual lawn attire, especially if you are interested in competing in the ALDA Olympics (lawn games and trivia).
Outside on Pacific/Ocean Lawn

Tuesday, October 5, 2021

7:00 AM Continental Breakfast
Courtyard/Foyer of Ballroom I&II

8:00 AM Day Two Welcome
Ballroom I&II

Closing Keynote Speaker: A Conversation with Michael Lewis

Michael Lewis

Best-selling author of modern classics including "Moneyball", "The Blind Side", "The Big Short", "Liar's Poker" and, most recently, "The Premonition: A Pandemic Story"

ALDA Chair Brad Gray will sit down with one of the most accomplished and prominent writers of our time, Michael Lewis, to discuss his decades-spanning career producing best-selling works of non-fiction. The conversation will dive deep into "The Premonition", Lewis' most recent book chronicling the U.S. government's response and handling of the COVID-19 pandemic and the 'superhero' scientists who tried to save the day.

9:30 AM Adjournment