

GlaxoSmithKline

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Creating alliances that encourage innovation—and independence

The CEEDD seeks innovative partners in all therapeutic areas who offer:

- A robust drug discovery engine
- A portfolio of assets nearing clinical development
- The drug development capabilities to achieve POC
- A talented and experienced management team

“ We share the passion for both discovery and collaboration that defines small and innovative biotech firms. Our unique alliance model gives these companies the support, advice and access to knowledge that they need, but allows them to remain in control of their business. ”

Hugh Cowley
Head of the CEEDD

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The CEEDD is building a strong external R&D portfolio for GSK, and new opportunities for small biotech firms, by creating risk-sharing, option-based alliances.

Small biotech firms know that the right partner can make all the difference in moving their pipeline forward. But many struggle to balance a need for growth with the independence that has been so critical to their early success. Inside drug giant GlaxoSmithKline, a number of world-class biotech firms have been pleased to find a small, independent team that brings new opportunities to the biotech and drug development arena.

GSK's Center of Excellence for External Drug Discovery (CEEDD) develops and manages drug discovery alliances with leading edge biotech companies. GSK's most successful collaborators are biotech firms with world-class scientific platforms and strong asset portfolios, who also recognize that their expertise can be enhanced by access to the structure, talent and resources of a company like GSK through a group like the CEEDD.

With the ultimate goal of delivering new and better drug solutions to people who need them, GSK launched the CEEDD in 2005 to leverage both its experience and track record in external R&D, and the ambition and talent of its biotech collaborators. In nearly three years, the team has formed new alliances with seven different biotech companies developing a wide range of compounds, and has helped GSK maintain one of the most impressive drug pipelines in the industry.



Hugh Cowley, Head of the CEEDD

“Looking beyond traditional licensing agreements, we found that many innovators were seeking expertise and world-class resources, but wanted to remain independent, especially in their early stages of development,” said Hugh Cowley, Head of the CEEDD. “So we worked with our alliance partners to develop business and financial models that provide strong mutual incentives.”

Unlike traditional alliance and in-licensing models, the CEEDD's portfolio companies retain the independence to fully develop compounds through to clinical proof of concept. They gain access to the full breadth of GSK's discovery experience and research expertise. After proof of concept, CEEDD also brings access to GSK's development and commercialization expertise.

“We offer increased value and validation for these companies, and their technology platforms,” said John Cantello, CEEDD's Director of Transactions. “But I think the most important thing we offer is a team of experts who stay with our biotech partners through the entire process. We only succeed if they succeed, so we are very motivated to help them drive their science forward.”

OncoMed Pharmaceutical Alliance

In December 2007, GSK announced a worldwide, multi-program strategic alliance with OncoMed Pharmaceuticals, a company that has emerged as an early leader in cancer stem cell antibody therapeutics. The alliance covers the discovery, development and commercialization of novel medicines that have the potential to drastically change the way oncology patients are treated. The opportunity was identified and the deal executed by the CEEDD. The alliance is managed by the CEEDD project director George Stroup. Scientific members of the CEEDD leadership team are now part of a joint steering committee that provides advice and support for OncoMed as it independently pursues clinical testing of its compounds.

“GSK came into this agreement respecting our accomplishments as a small discovery-based company,” said Paul Hastings, President & CEO of OncoMed. “That attitude, along with our respect for GSK's resources and experience, played a major role in determining that the CEEDD structure was the right one for us. They are bringing world-respected scientists to the table to be part of our collaboration, and their experience with procedures like electronic IND filing has already added real and measurable value for OncoMed.”