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Dr Leandro Herrero to speak at dmg World Media's Pharma-Bio Outsourcing Conference and Exhibition

Leandro Herrero - a leading organizational consultant and CEO of The Chalfont Project Ltd (www.thechalfontproject.com) – will be speaking at the 2007 Pharma-Bio Outsourcing Conference and Exhibition

London, UK – June 25th, 2007 – As pharmaceutical and biotechnology companies around the world struggle with the quest for new models of effectiveness and new strategies, they also face huge changes in the way they do business. Over the last decade, outsourcing has become an important strategic issue for pharmaceutical companies, leading increasingly to outsourcing at almost every stage of the value chain. However, this requires a new frame of mind and new skill sets. At the event, Dr Leandro Herrero will explain that this new innovation mindset will be the key to extraordinary success for pharmaceutical and biotech companies.

Dr Herrero, a leading expert in organizational innovation and development, will deliver an after-dinner speech under the title 'The Innovation Mindset'. In this speech – which draws on his forthcoming book *New Leaders Wanted: Now Hiring!* (2007, meetingminds) - Dr Herrero will elaborate on the need for different skills, different mental models and different approaches to reality to achieve success in innovation. He will also be available for informal discussions on this topic during the pre-dinner cocktail reception.

The 2007 Pharma-Bio Outsourcing Conference and Exhibition is the premier forum for discussion of developments in outsourcing strategies across the pharmaceutical research and development value chain. This event offers delegates the opportunity to hear from leading experts and to network with the world's leading manufacturers and suppliers in the exhibition areas. The event will take place at Savoy Place in London on Tuesday 10th July and Wednesday 11th July 2007. Find more details about the event at www.pboec.com.

The Chalfont Project Ltd (www.thechalfontproject.com) is an international consulting firm of organization architects with a long-standing presence in the bio-pharmaceutical industry.

Dr Leandro Herrero practised as a psychiatrist for more than fifteen years before taking up senior management positions in several leading pharmaceutical companies, both in the UK and the US. He is founder and CEO of The Chalfont Project Ltd, an international firm of organizational consultants. Taking advantage of his behavioural sciences background - coupled with his hands-on business experience - he works with organizations of many kinds on structural and behavioural change, leadership and human collaboration. He has published several books, including *The Leader with Seven Faces*, *Viral Change* and his most recent book *New Leaders Wanted* (www.meetingminds.com).