



**JOHN “JACK” R. TUPMAN, JR  
CURRICULUM VITAE**

August 2017

John R. Tupman, Jr. is a consultant focused on business development and licensing in the life sciences industry. He is currently working as a consultant for 284 Partners LLC (“284 Partners”), a professional services firm dedicated to advising clients and counsel on financial aspects of intellectual property, including valuation, litigation consulting, IP strategy, and IP transactions.

From 2009 through 2014, Mr. Tupman served as the Vice President for Corporate Business Development at Eli Lilly and Company (“Lilly”). As an executive in Lilly business development for 17 years, he managed Lilly transactions in areas such as discovery collaborations, pre-clinical and clinical-stage in-licensing, joint development, co-promotion, and out-licensing. During his tenure at Lilly, Mr. Tupman’s team executed some of Lilly’s largest and most significant business development partnerships, with those transactions resulting in seven Lilly product launches. Prior to becoming a member of the corporate business development group, he served as Director of Marketing and held various executive positions in new product planning, market research, and sales over his 32-year career with Eli Lilly.

Mr. Tupman is a Past-Member of the Board of Trustees of the Licensing Executives Society United States and Canada (“LES”), one of the country’s largest intellectual property licensing trade organizations. He was a member of the LES Life Science Sector committee from 2005 through 2012, and was the nomination and selection chair for the Sector’s “Deal of Distinction” award from 2007 through 2012. Mr. Tupman has also been a frequent speaker on the topics of pharmaceutical licensing and business development at LES and other industry organizations.

Mr. Tupman holds a Bachelor of Science in Business, with Honors and High Distinction, and a Master of Business Administration degree with concentrations in Finance and Product Management, both from Indiana University. He has also completed executive education programs at the University of Chicago’s Booth School of Business and the Duke Fuqua School of Business. In addition to his academic credentials, Mr. Tupman is also a Certified Licensing Professional (“CLP”).

<b>PROFESSIONAL EXPERIENCE</b>	<b>Consultant, 284 Partners</b>	2015 – Present
	284 Partners is a firm focused on Intellectual Property Valuation, Strategy, Consulting, Litigation, and Transactions.	
	<b>Principal, JRT ASSOCIATES LLC</b>	2015 – Present
	JRT ASSOCIATES LLC is a business development advisory organization.	
	<b>Vice President – Corporate Business Development Eli Lilly and Company</b>	2009 – 2014
	Eli Lilly and Company is a global organization focused on pharmaceutical development and distribution, researching and understanding diseases, and increasing global health.	
	<ul style="list-style-type: none"> <li>• Leader of Corporate Development activities for 3 of 4 Pharmaceutical Business Units (Diabetes, Oncology, and Emerging Markets). Coordinated strategy, prospect list, and transaction team activities with Business Unit and Search and Evaluation personnel. Led or coached transactions (terms and contracting) creating significant growth in pipeline value and leading to five product launches for multiple business units (awarded LES Deal of Distinction 2012). Cumulative transaction terms total a multi-billion-dollar value.</li> <li>• Led multiple administrative processes (budget, succession planning, compensation, departmental training) and served as co-chair of cross-functional business development and contract review team. Managed Lilly external relationships in Japan.</li> <li>• Sponsored Six Sigma business development process and governance evaluation for revised business unit structure clarifying and documenting process.</li> <li>• Initiated and conducted external benchmarking of business development organization.</li> </ul>	
	<b>Senior Director – Corporate Business Development Eli Lilly and Company</b>	2004 – 2008
	<ul style="list-style-type: none"> <li>• Leader of business development team responsible for corporate licensing for all therapeutic areas for U.S. Pharma/West Coast Biotech and Asia Pacific Region, concluding a variety of different deal types including: in-license, out-license, preclinical, clinical, co-development, and co-promotion transactions.</li> </ul>	

- Director – Corporate Business Development** 2001 – 2003  
**Eli Lilly and Company**
- Led negotiations and coached teams for significant in-license, out-partner, and discovery transactions, including the execution of complex co-development/co-promotion partnerships resulting in significant improvement in pipeline value and leading to two product launches (awarded Allicense Breakthrough Alliance 2003).
  - Initiated transaction partner interviews leading to process improvements across Search and Evaluation, Due Diligence, and Transaction organizations, contributing to improved internal alignment, role definition, and teamwork.
- Manager – Corporate Business Development** 1997 – 2000  
**Eli Lilly and Company**
- Lead negotiator and transaction team leader for multiple clinical development compound in-licenses and for several research collaborations across multiple therapeutic areas leading to one product launch. Delivered highest value in-license deals in 1999 and 2000.
  - Initiated and led business development training materials development and new employee training programs.
- Director – Market Research** 1996 – 1997  
**IMS Medacom (Lilly Subsidiary)**
- Member of Senior Management Policy Committee. Conducted Market Research/Strategic Planning for a 300 employee IT subsidiary.
  - Directed pilot programs to deliver prescription benefit data to physician office computers. Led new business venture discussions enabling a successful JV exit from business.
- Director – Marketing Plans, Retail Product** 1995 – 1996  
**Eli Lilly and Company**
- Oral antibiotics and gastrointestinal product portfolio (\$750 million revenue). Modified portfolio priorities and incentives to maximize product portfolio values.
- Manager – Marketing Plans, Antibiotics** 1991 – 1995  
**Eli Lilly and Company**
- Manager – Corporate Pharmaceutical Product Management** 1989 – 1991  
**Eli Lilly and Company**

<b>Manager – U.S. Pharmaceutical Sales Eli Lilly and Company</b>	1987 – 1989
<b>Associate – Marketing Plans Eli Lilly and Company</b>	1986 – 1987
<b>Analyst – Marketing Research Eli Lilly and Company</b>	1984 – 1986
<b>Sales Representative – U.S. Pharmaceutical Sales Eli Lilly and Company</b>	1982 – 1984

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**LICENSES /  
ASSOCIATION  
MEMBERSHIPS**

Certified Licensing Professional (CLP)

Past Trustee, Board of Trustees for the LES USA and Canada

Past Chair, Deal of Distinction Committee for the LES USA and Canada

Past member of Life Science Executive Committee for LES

Past member of Indiana Seed Fund/Investment Advisory Committee

Past member of Indiana Enterprise Fund Investment Advisory Committee

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**EDUCATION**

M.B.A., Product Management/Finance, Indiana University (now the Kelley School of Business)

B.S., Marketing/Advertising, Indiana University (now the Kelley School of Business), with Honors and High Distinction

Executive Education, Strategy/Marketing, Duke University (Fuqua School of Business)

Executive Education, Mergers and Acquisitions, The University of Chicago (Booth School of Business)

**EXPERT  
TESTIMONY  
(CLIENTS  
UNDERLINED)**

*Direct Purchaser Class Plaintiffs and Rite Aid Corporation, Rite Aid Hdqtrs. Corp., JCG (PJC) USA, LLC., Maxi Drug, Inc., Eckerd Corporation, CVS Pharmacy Inc., Caremark L.L.C., Walgreen Co., Safeway Inc., American Sales Company, Inc., HEB Grocery Company, LP, and Supervalu Inc. v. Paddock Laboratories, Inc., Par Pharmaceutical Companies, Inc., Solvay Pharmaceuticals, Inc., Watson Pharmaceuticals, Inc., et al.*

Case No.: 1:09-MD-2084-TWT

Industry: Pharmaceutical

Venue: United States District Court, Northern District of Georgia Atlanta Division

**CONTACT**

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