

# Innovation Mindset – Advancing Science to Therapies

**Keith Marmer, DPT, MBA**

Chief Innovation & Economic Engagement Officer  
University of Utah

Oncology Therapy Development Workshop: Pivotal Steps and Avoiding  
Pitfalls for Start-ups  
March 30, 2021

- The cost per one approved drug is \$2.6 billion
- Only one in 5,000 to 10,000 compounds will become an FDA-approved drug





Video: Courtesy of Cancer Research Institute





# 1. Multilingual

## Languages:

- Science
- Clinical
- Regulatory
- Business
- Consumer



## 2. Coachable

Being grateful that someone cares enough about you to push you to improve beyond where you would get on your own.

Lindsey Wilson

# 3. Team





# Summary

# Questions?

**Keith Marmer, DPT, MBA**

Chief Innovation & Economic Engagement Officer  
University of Utah

keith.marmer@Utah.edu