

KALAMAZOO GAZETTE

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Former Pfizer executive steers Innovation Center

By Al Jones

MISSION: KEEP THE SCIENCE TALENT HERE

Needed: a person with tested leadership skills in scientific research and development to help establish and manage a just-opened biosciences business center.

An eye for world-class standards of production and a nose for global business opportunities are required.

Knowledge of the pharmaceutical industry, credentials in chemistry or biology, and a knowledge of the Kalamazoo area are a plus.

Oh, and the potential to be a key player in Kalamazoo's effort to build the life sciences into THE industry of the future here would be appreciated.

Enter: Doug Morton, an organic chemist who started with The Upjohn Co. in 1973, worked for years in the research of treatments for such things as diabetes and rose over the years to become head of research and development for Pharmacia & Upjohn Inc. in Kalamazoo before taking a leadership role with Pharmacia Corp. in New Jersey before it was acquired by Pfizer Inc.

Despite being actively recruited to work in leadership roles with more than one biotech firm, and with other opportunities to continue at Pfizer or other pharmaceutical companies, Morton, 58, started in November as chief executive officer of the Southwest Michigan Innovation Center.



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Diane Petrella, research scientist for CeeTox, tests drug compounds in the company's labs at the Southwest Michigan Innovation Center.

As such, he is one of the people running the anchor leg of the Kalamazoo area's race to help displaced former Pfizer scientists start their own companies and stop

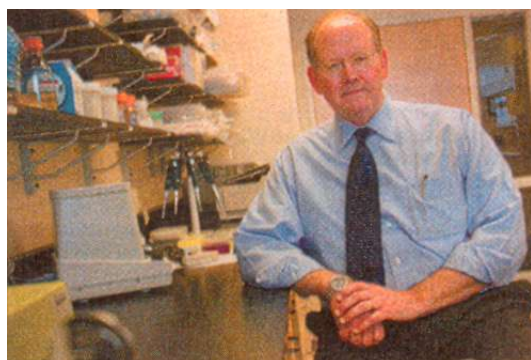
laid-off Pfizer workers from leaving the area in search of other opportunities.

"We were looking for someone who could make the Innovation

Center a world-class place to build life-science or biotech companies," said Barry Broome, chief executive officer of Southwest Michigan First, the area's economic-development organization and the overall administrator of the Innovation Center.

Local leaders were looking for someone with "significant industry expertise, a track record, real talent, integrity (and) leadership. And (they) got that with Doug," Broome said.

"He's an excellent man. He's a good scientist. He's got his head



Doug Morton started in November as chief executive officer of the Southwest Michigan Innovation Center.

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continued

on like a real person, not an egghead," said Paul Spinelli, a former analytical chemist who worked under Morton at The Upjohn Co.

"I'll come up and work for nothing if that helps him out," Spinelli said upon hearing that Morton was chosen to lead the area's just-established incubator for biosciences businesses. Spinelli is retired and now living in Florida.

Morton also joins a small but growing group of Upjohn, then Pharmacia, then Pfizer executives to move from the Kalamazoo area to stay with the company, then return. Hundreds of company employees have relocated from the Kalamazoo area since the mid-1990s to maintain careers that evolved through two big company mergers (Upjohn with Pharmacia AB, then Pharmacia & Upjohn with Monsanto Co.), as well as last April's takeover by the world's largest drug company, Pfizer. Since then, more than 1,000 local workers have been laid off by the company.

"His mission as the leader of the Innovation Center is to nurture the advancement and development of all the tenant companies (there are currently about 13) and attract new tenant companies that would really benefit from all the resources and talents available in our region," said Donald Parfet, chairman of the Innovation Center's managing partners.

Morton's job over most of the



The Innovation Center at Western Michigan University's Business Technology and Research Park is at the forefront of the Kalamazoo area's quest to help displaced former Pfizer scientists start their own companies.

last five years may have made him a lock for doing that. As group vice president of technology acquisition and skill-based development for Pharmacia, he was responsible for finding technologies that Pharmacia should adopt to make its drug-discovery processes more efficient and productive. He traveled extensively to find and test new technologies that could help Pharmacia. Now he will be working on the other side of the fence, helping small companies hone ideas and projects that big companies, research organizations or others want to use.

The Southwest Michigan Innovation Center, the \$13 million, 58,000-square-foot facility that opened last summer in Western Michigan University's

Business Technology and Research Park, is trying to help companies establish themselves to sell products, services and their know-how to big pharmaceutical companies and others. Broome said success for the center would be nurturing three to five of those companies into solid businesses.

That is exactly what Morton said he enjoys.

"After 30 years in companies that are large and getting increasingly larger, I was really looking for, perhaps, a different challenge," Morton said. "I think, in retrospect, there's an element in me that I'm not a big-company person. I like working with people. I like working with scientists. And it was just time, after that long period of time, to really try something different."

He said the work he was doing for Pharmacia allowed him to work with a large number of startup companies and others that were a little farther down the road, "and that was really enjoyable."

Morton has attended meetings for the past two months at Cee-Tox Inc., a compound-testing firm that was the first at the Innovation Center to be a self-sufficient operation.

"I can tell you that he's really been a viable asset to those meetings, both in helping us manage the resources available to us at the Innovation Center, and also his vast knowledge of the pharmaceutical industry has helped us identify new customers," said James McKim, Cee-Tox Inc. president and chief executive officer.

Morton said he and his wife of 36 years, Gayle, looked forward to returning here, where they have maintained friendships from their years here before relocating to New Jersey.

Gayle Morton is a nurse by training but was a homemaker for years.

The couple have two adult children: Kimberly, 28, who is a clinical trials coordinator in radiation oncology at the University of Michigan Medical Center in Ann Arbor; and Douglas III, 26, a financial portfolio manager in northern Illinois.

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