

**9:00 a.m. Thursday
March 4, 2021**

Join us by Zoom:

<https://kansas.zoom.us/j/96348889513>

Passcode: 2021

Serial Innovation in Consumer Healthcare — Intersection of Chemistry and the Consumer

The COVID-19 pandemic has highlighted the importance of readily available, science-supported, healthcare solutions for the everyday consumer. At minimum, consumers seek product that are safe, efficacious and of high quality for reactive treatment—or proactive avoidance—of illness. However, in Consumer Healthcare, consumers desire products that they believe will meet their needs. This can include other technical challenges to deliver acceptable experience, duration or delivery. To achieve success in product development, these design factors need to be met quickly with low-cost and robust answers sourced from various scientific disciplines.

This presentation will provide examples of how Chemistry intersects with the end Consumer, exploring a set of behaviors and skills known as the Serial Innovator Concept. Characteristics that allow innovators to methodically approach challenges, apply scientific knowledge and navigate cross-discipline boundaries to disrupt again and again. By understanding a consumer need, how a technical mechanism of action will translate to a tangible benefit and ultimately solve that need, a Serial Innovator can extrapolate impact to downstream R&D and external Commercial markets, thus raising probability of delivering a product to market.

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Dr. Allyn Kaufmann

GSK Consumer Healthcare
Richmond, VA



About the presenter

Allyn M. Kaufmann is currently the Innovation and Whitespace Lead, New Product Development, for GSK Consumer Healthcare's US Market. He received his Ph.D. in Pharmaceutical Chemistry from the University of Kansas in 2008 and a B.S. in Biochemistry from the University of Kansas in 2003. He began his career in consumer healthcare research and development at The Procter & Gamble Company, addressing stability challenges in over-the-counter drug products and dietary supplements. Throughout his career, Allyn has directly contributed to over \$1 billion in new product launches utilizing experience in Stability Science, Analytical Chemistry, Intellectual Property, External Innovation/Information Research and Business Development/Licensing.



The Center for Environmentally Beneficial Catalysis (CEBC) at the University of Kansas and its partners are developing green technologies to help the chemical industry prevent waste and conserve the earth's natural resources.

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