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Price is an internationally recognized entrepreneur, with more than 30 years in the biopharmaceutical industry. He is co-founder of Biogenin, a Mexican company that develops and licenses human and veterinary pharmaceuticals for Latin American markets, and Sr. Vice President of Business Development at Nascent Biotech (a clinical-stage public company in San Diego). Dr. Price has been CEO of five biotechnology start-ups, and has worked for Cardinal Health and Ortho Diagnostic Systems. In addition, he co-founded the Institute for Cell Analysis at the University of Miami (FL), and the International Center for Entrepreneurial Excellence at the University of Guadalajara. He has served as Board Chair of the Virginia Biotechnology Association, Maryland's counterpart, MdBIO, and was named 2001 Biotechnology Leader of the Year in Virginia. He currently sits on the Boards of four companies (one Canadian, two US, and one Mexican), and chairs the Advisory Board for the Professional Science Management Program in Bioinformatics at VCU. Presently, he is Visiting Professor at the University of Guadalajara School of Business, where he teaches the course "Entrepreneurism and Business Planning for Innovation Driven Companies". He holds the B.S. and Ph.D. degrees in Biophysics from the University of Michigan in Ann Arbor and is the author of more than 50 articles in the scientific and business literature.