

Steroid pioneer gets Heritage Foundation, BIO award

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Singapore: Chemical Heritage Foundation (CHF) and Biotechnology Industry Organization (BIO) have selected Mexican steroid scientist, Dr George Rosenkranz, as the winner of the 2013 Biotechnology Heritage Award. The award will be presented during a keynote lunch on Tuesday, April 23, at BIO's annual international convention in Chicago.

Dr Rosenkranz joined Syntex Corporation in 1945 and retired as its CEO and board chairman in 1981. During his tenure with Syntex, Dr Rosenkranz created and guided an academic research group of star-studded brilliance, which included Dr Alex Zaffaroni and Dr Carl Djerassi, first as his junior collaborators, then as his lifelong friends.

Revolutionary advances in the intellectual understanding of and production techniques for steroid drugs were developed under Dr Rosenkranz's direction, using native Mexican plant sources as raw materials. Under his watch, Syntex became the leading supplier of the oral contraceptive pill and other corticoids.

[Mr James C Greenwood, president and CEO, BIO](#), said that, "Dr George Rosenkranz has pioneered with brilliance in steroid chemistry; innovated with legendary success in the pharmaceutical industry; and recruited, mentored, and guided individuals of great talent to stellar careers. He unites in his person European charm, Hispanic courtesy, and American entrepreneurial spirit. George led the development of the oral contraceptive pill, served as chairman of the corporation that brought it to the

global market, and thereby permanently changed world culture."