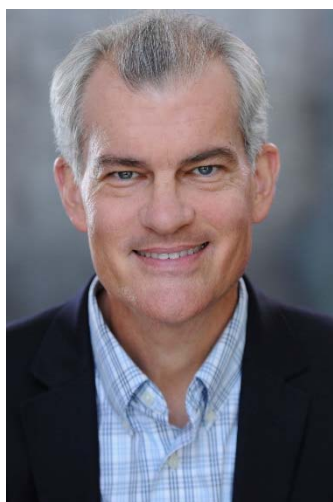




Plexxikon

Gideon E. Bollag, Ph.D.

Chief Executive Officer



Dr. Bollag has served as chief executive officer since May 2013. More recently, he was the senior vice president of research since June 2008. Prior, he served as vice president of discovery biology since November 2004. He joined Plexxikon as senior director of drug discovery in June 2002. Dr. Bollag was instrumental in the discovery and development of Zelboraf®, Plexxikon's first oncology drug now approved in the U.S. and many other countries, along with its companion diagnostic. Prior to Plexxikon, he helped build drug discovery capabilities at Syrrx, Inc., where he was the director of cellular pharmacology. Before Syrrx, he held escalating positions at Onyx Pharmaceuticals, initially as one of the founding scientists and eventually senior director of small molecule therapeutics. While there, Dr. Bollag was involved in the Onyx collaboration with Bayer to discover BAY 43-9006 (Nexavar), now an approved cancer treatment. Prior to Onyx, Dr. Bollag held various scientific positions at Cetus, Inc. Dr. Bollag earned his Ph.D. in biochemistry from the University of California, Berkeley.