CLARISSA CERUTI, PhD, MBA

Thousand Oaks, CA, (USA) and Florence, Italy ceruti@bioindustrypark.it

SUMMARY OF QUALIFICATIONS

► Extensive industry knowledge, including evaluation of the life science business, competition, and economic trends and factors; technology assessment, including technology analysis and positioning, market research, competitive analysis of risks and opportunities.
► Marketing expertise includes evaluation of trends and opportunities in the research reagent marketplace, creation of marketing material, planning marketing events, and development of marketing campaigns to increase brand awareness.
► Adept at drafting legal documents to license material, transgenic animals, reagents, and patents; comprehensive knowledge of intellectual property and patent law.
► Intensive training in evaluating and assessing the patentability and commercial potential of invention disclosures, including the identification of corporate partners and negotiation of agreements.
► Multilingual: fluent in English, Italian, and French.

EDUCATION

MBA – SIMMONS GRADUATE SCHOOL OF MANAGEMENT, Boston, MA 2001

- *Emphasis on Finance and Marketing*

PhD, Biochemistry – UNIVERSITY OF TORINO, MEDICAL SCHOOL, Torino, Italy 1997

MS, Chemistry – UNIVERSITY OF TORINO, Torino, Italy 1993

Post-Doctoral Fellowship in Pathology – Dept. of Pathology,
CENTER FOR BLOOD RESEARCH, HARVARD MEDICAL SCHOOL, Boston, MA 1998 – 2000

Ph.D. Intern – Dept. of Cellular and Molecular Physiology,
JOSLIN DIABETES CENTER HARVARD MEDICAL SCHOOL, Boston, MA 1996 – 1997

PROFESSIONAL EXPERIENCE

BIOINDUSTRY PARK SILVANO FUMERO SpA, Colleretto Giacosa, TO, Italy 2016 – Present

Head of Business Development and Technology Transfer
In addition to all activities described in my Business Development Manager, I now manage a team of 3 people and a budget of €100K.

Business Development Manager
Providing expertise in technology assessment and patentability analysis, strategic advice for start-ups, and competitive analysis for new technologies.

- Assessing inventions disclosed by researchers from academic institutions and companies.
- Performing priority art, patentability opinion, and freedom-to-operate analysis; evaluating commercial opportunities, and developing commercialization strategies.
- Preparing marketing presentations and materials.

Supporting and assisting academic institutions and companies in licensing new technologies

- Assessing the technology and performing a competitive market analysis; identifying collaborators, licensees, and businesses relevant for the technology.
- Identifying and contacting potential licensees, preparing marketing teasers and summaries, assisting and coordinating with the licensing process.
- Assisting in drafting and reviewing license agreements, negotiating license royalties and milestones.
- Licensed the technology “Computer Method for the Classification of 3D Images” by Istituto Nazionale di Fisica Nucleare after 6 months from receiving the mandate.

Establishing formal collaborations with Tech Transfer Offices with the purpose of:

- Practicing and exchanging technology transfer activities and cross-marketing of technologies to increase research-related economic growth for each organization.
- Providing support to companies and institutions in the fields of healthcare and life sciences entering new markets and developing strategic alliances in each other's regions.
- Executed agreements with Oficina de Bioemprendedores y Transferencia, Instituto de Investigaciones Biotecnológicas IIB-INTECH UNSAM, Buenos Aires, Argentina, and with Changzhou West Taihu Lake Science and Technology Industrial Zone, Changzhou, People's Republic of China; two additional agreements are under review with a US academic institution, and an Indian Center for Innovation.

STELAR srl, Mede, PV, Italy 2016 - 2017

Business Development Manager

Provided assistance in reviewing license agreements, and in performing marketing activities

- Drafted and reviewed collaborative agreements with Niumag, a Chinese company.
- Developed marketing campaigns to promote Fast Field Cycling NMR equipment.
- Developed marketing and commercial activities to initiate the newly-formed collaboration between Stelar and Niumag
- Assisted customers with quotes and sample testing requests.

AROXEL, LLC, Thousand Oaks, CA 2014 - 2015

Co-Founder

Envisioned an aromatherapy device to alleviate symptoms of nausea and vomiting using essential oils

- Conducted customer interviews to validate Value Proposition for the device.
- Oversaw the design of the device by a group of engineering students at Villanova University, Villanova, PA.
- Applied to SBIR grant at the Complementary and Alternative Medicine branch of NIH.
- Enrolled in the Hub101 Accelerator Program in Camarillo, CA.

FOX CHASE CANCER CENTER (FCCC), Jenkintown, PA 2008 – 2013

Director Technology Transfer, Office of R&D Alliances, 2009-2013

Managed FCCC intellectual property portfolio of about 30 investigators and six physicians; implemented business strategies to assess, market, and commercialize scientific inventions.

- Negotiated term-sheets and agreements with pharmaceutical and biotech companies.
- Licensed tangible research materials (antibodies, cell lines, transgenic mice) to companies generating $772K licensing fees from 51 tangible research material agreements, license agreements, and industry-sponsored research agreements.
- Successfully negotiated an agreement to license a small molecule for the treatment of cancer and mucositis.
- Identified licensees and closed 15 licensing deals on behalf of Conkwest, a company affiliated to FCCC
- Played key role in marketing the Institute for Personalized Medicine and the Biosample Repository by creating marketing material, promoting their services, and coordinating on-site visits from representatives of pharmaceutical and biotech companies.

Associate Director, Office of Business Development, 2008-2009

Planned symposium to present investigators' ideas to life science industry representatives. Generated $103K in licensing fees from 22 licensing agreements for tangible research materials.

- Solicited and evaluated new disclosures, and provided assistance for filing provisional patent applications.
- Designed new marketing material to be distributed at scientific conferences.
- Trained in HTML to create new marketing campaigns and e-documents for website.

CENTER FOR TECHNOLOGY TRANSFER, UPENN, Philadelphia, PA 2007

Associate Director, Life Sciences

Solicited and evaluated new invention disclosures from faculty members and provided assistance for filing provisional patent applications.

- Interacted extensively with investigators to understand their research programs and to support development of their proposals.
- Drafted and negotiated deal sheets for option and license agreements.
- Performed patentability searches, analyzed commercial opportunities, developed commercialization strategies, and implemented marketing activities to identify licensees and business partners.

ABCAM, Inc, Cambridge, MA 2004 – 2006

Marketing Manager, America, 2006

Assessed capabilities of distribution companies in South America to expand Abcam sales; negotiated license and distribution agreement with selected distributors. Supervised marketing assistant.

- Managed budget of $500K to develop general and specific marketing activities with objective to increase sales in North and South America.
- Allocated budget of $100K to increase global sales in the area of immunology, and oversaw sales in the area of nuclear signaling.
- Prepared and presented technical seminars as part of training program for Chinese and Korean distributors.

Marketing Manager, North America, 2005-2006

Performed market analysis by collecting and analyzing product data and trends, competitor analysis, and SWOT analysis; prepared detailed updated reports to support company's strategic decisions.

- Oversaw budget of $300K to develop general and specific marketing activities to increase sales in North America (56% of total sales). Managed budget of $100K to increase global sales in area of nuclear signaling.
- Increased 2005 North America sales by 102% (ROI 1242%) and nuclear signaling sales by 80% (ROI 692%).
- Diversified company marketing strategy (previously solely focused on internet-based marketing), towards a more field-oriented approach by organizing and executing participation to four scientific conferences and 45 tradeshows and vendor fairs at universities and biotech companies throughout North America.

Marketing Coordinator, Nuclear Signaling Antibodies, 2004-2005

Implemented marketing communication activities for nuclear signaling antibodies, managing budget of $80K.

- Developed the abwire page, established collaborations with US academic institutions (i.e. UCLA, Baylor College, UCSF, Washington Un. etc), created two signaling pathway brochures, and planned symposia on advance techniques (i.e., in-vivo imaging techniques) to position company products at the forefront of scientific research.

TUFTS UNIVERSITY, Medford, MA 2002 – 2004

Program Coordinator, Bioengineering Center, School of Engineering

Developed multidisciplinary team of four to six faculty members to apply for NIH and NSF grants ranging from $150K to $1M. Created database of faculty for easy search by areas of research. Coordinated activities of university's Biomedical Engineering Club, such as seminars, tours to local companies, social events, and advertising materials.

- Implemented advertising strategies to promote awareness of the Center in the life science community in the Boston area. Organized seminar series and invited talks, and planned conference, "Challenges and Opportunities for the Medical Device Industry" June 11, 2004, in collaboration with the School of Engineering, the Medical School, and the Technology Transfer Office.
- Participated in creation of virtual Biomedical Engineering Department in collaboration with three universities in Vietnam; project sponsored by the National Science Foundation.

- Invited as lecturer in the course, "Management of Technological Innovation in the Chemical and Biopharmaceutical Industries," taught by Mary Viola, Ph.D.

MASSACHUSETTS INSTITUTE OF TECHNOLOGY, Boston, MA 2001 – 2002

Research Associate, Sloan School of Management, Prof. F. Murray

- Performed research analysis on the differences and similarities of business models, strategic partnerships, technology platforms, and economic environment between biotech companies in the US and the UK in collaboration with the Center for Business Research - University of Cambridge, UK.
- Developed syllabus for course, “Building a Biomedical Enterprise” for MBA students, highlighting the factors (e.g., patents, policy and regulations, intellectual capital, government funding, venture capital) relevant for starting a business in life science.

HARVARD BUSINESS SCHOOL, Boston, MA 2000 – 2002

Research Associate, Technology and Operation Management Dept., Prof. H. Chesbrough, **2001-2002**

- Analyzed corporate venturing (CV) as a strategic investment model for manufacturing companies focusing on impact of investments on the CV company's financial performance (e.g., stock price, royalties and patents, and research and development expenses).
- Performed research on the drug development process to analyze total cost of process, cost of failure in pre-clinical stages, and impact of better drug screening.
- Co-authored the Harvard Business School case N9-602-147 “Genzyme General: Engineering the Market for Orphan Drugs,” focusing on business decisions related to development of an orphan drug. Issues evaluated: the allocation of funds, size of the market, regulatory, and the drug reimbursement policy.

Research Associate, Technology and Operation Management Department, Prof. G. Pisano, 2000-2001

- Analyzed R&D collaborations between pharmaceutical and biotech companies, and the impact of the partnership on the final outcome.
- Evaluated economical and financial trends (number of IPOs and total amount of US$ raised, total number of scientific collaborations, licensing agreements, etc.) to determine project success in biotech companies.
- Co-authored Harvard Business School case 9-602-118 “The Life Sciences Revolution: A Technical Primer” that describes current technologies (e.g., DNA chips, proteogenomics, drug delivery, gene therapy) and techniques (e.g., recombinant DNA, combinatorial chemistry, monoclonal antibodies, high- throughput screening) used by biotech / pharmaceutical companies to discover, develop, and synthesize new drugs.

HARVARD MEDICAL SCHOOL, CENTER FOR BLOOD RESEARCH, Boston, MA 1998-2000

Post-Doctoral Fellowship in Pathology

Dept. of Pathology, Prof. M. C. Carroll and Dept. of Pathology, Beth Israel Hospital, Prof. J. P. Kinet

- Experimental research focused on investigating the signaling role of two receptors, CD21 and CD19, present on the surface of B and mast cells
- Used online database literature searches and readings to design research projects
- Fellowship proposal writing
- Presented and discussed data with colleagues and Principle Investigator on a regular basis

TORINO MEDICAL SCHOOL, Institute of Medicine and Experimental Oncology, Torino, Italy

HARVARD MEDICAL SCHOOL, Joslin Diabetes Center, Boston, MA 1993–1997

Ph.D. Intern, Dept. of Biochemistry, Prof. M. T. Rinaudo

Ph.D. Intern, Dept. of Cellular and Molecular Physiology, Prof. S. E. Shoelson

- Performed research in type II Diabetes, to investigate the involvement of the insulin receptor substrate 2 (IRS2) in insulin signaling, and in the regulation of the activity of the pyruvate dehydrogenase complex, a key enzyme modulating glucose utilization in peripheral tissues

TEACHING EXPERIENCE

Dipt di Biotecnologie Molecolari e Scienze per la Salute, Facolta' di Medicina e Chirurgia, Universita' degli Studi di Torino, Torino – Italy **2016 2017**
Instructor
Principi di Redazione del Business Plan (Code 16/1895) in English

Montgomery County Community College, West Campus, Pottstown, PA **2010 2011**
Instructor in Italian Language
"Discover Italian" (two semesters)

Entrepreneurial Leadership Program, The Gordon Institute, Tufts University, Medford, MA **2003**
"Management of Technological Innovation in the Chemical and Biopharmaceutical Industries
Invited lecturers for 4 classes focused on intellectual property and patent law, overview of the biotechnology industry, relationships between pharmaceutical and biotechnology companies, and discussion of a leadership case at Merck & Co.

Sloan School of Management, Massachusetts Institute of Technology, Cambridge, MA2011 **2001**
Developed syllabus for course, "Building a Biomedical Enterprise" for MBA students, highlighting factors relevant for starting a business in life science, e.g., patents, policy and regulations, intellectual capital, government funding, venture capital, etc.

Nursing School, Maria Vittoria Hospital, Torino, Italy **1994 1995**
Instructor in Physics
Taught Basic Physics to nursing students.
Upgraded, implemented, and expanded the basic topics of the course.

RELEVANT SEMINARS AND COURSES

HUB101 – CAMARILLO, CA
Accelerator Program, Summer 2014

TUFTS UNIVERSITY / THE FLETCHER SCHOOL
International Intellectual Property Law, Spring 2004
Technical Writing, Fall 2003

HARVARD EXTENSION SCHOOL
Law and Technology, Spring 2002
Project Management, Spring 2002

J. F. KENNEDY SCHOOL OF GOVERNMENT, HARVARD UNIVERSITY
The Global Governance of Biotechnology, Spring 2001

PROFESSIONAL MEMBERSHIPS and ORGANIZATIONS

2016 to present Licensing Executive Society (LES), Italian chapter

Reviewing board member in National and European competitions for start-ups (Premio Marzotto, 2016 EU SME eHealth, 2017 Best of Biotech Competition).

Member of the Small and Medium Enterprises working group at Assobiotec, the Italian Association for the Development of Biotechnology.

INVITED SPEAKERS AT CONFERENCES

- Keynote Speaker at the 1st Joint WG4-WG5 TRANSAUTOPHAGY Translational Workshop, Lisbon, May 8-9, 2017
- Invited Speaker at Innovation Days, Paris, October 3-4, 2016.
- Invited Speaker at the China-Italy Workshop & B2B Meetings on Medicines & Health Products Sector, Rome, October 7, 2016