

Charlie d'Estries

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BIOPHARMACEUTICAL RESEARCH & DIAGNOSTICS

LIFE SCIENCE INTERNET STRATEGY & BUSINESS DEVELOPMENT CONSULTANT

Very Creative Sales & Marketing Approach; Online/Offline Lead Generation; Pipeline Building; Broad Technology Experience (Research to Clinical); Life Science SEO-PPC-Social Marketing Strategies; Sales & Distribution Management; Venture Capital Due Diligence

Executive Profile Results-driven professional with extensive experience working with key people and completing complex projects; identifying, organizing, and implementing business development and distribution strategies. Possess an in-depth understanding of emerging technologies and their commercial applications. **Extensive contact, company and technology database.**

- Areas of Business Expertise*
- High-End Sales Tactics & Strategies
 - Lead Generation for All Life Science Products & Technologies
 - SEO-PPC-Social Networking Strategist
 - Sales Management Optimization; Start-Up Distribution Strategies
 - Keen Ability to Evaluate Companies & Technologies; Due Diligence
 - Public Speaking, Presentations, & Proposals, Project Management
 - Lead Negotiator in Conflict Resolution
 - Diagnostic, Assay Platforms
 - Drug Discovery Technologies
 - Sample Preparation, Separations, Spectroscopy & Detection Techniques
 - Immunoassay Chemistry & Platform Technologies; High Throughput Science
 - Genomics, Gene Expression & Proteomics Platform Technologies
 - Clinical Development Technologies
 - Strong Rolodex of Research and Business Contacts Throughout Industry

Highlights of Achievements As Founder, Managing Director of SciBiz International Consulting, 1992 to present

Partial list of clients:

Vulcan Analytical, Goodwin Biotechnology, Tunnell Consulting, Caliper Technologies, Molecular Devices, LJI BioSystems, BioLumin, Tecan, Dimension5 (Czech Republic), Teledyne-Isco, BMG, Argonaut Technologies, VMC Group, EG&G Wallac, Molecular Dynamics, Igen, Genetic Vectors, Synthon Chiragenics, BioDynamix, ACLARA BioSciences, Strand Genomics (India), Monogen, MesoPhotonics, MPR Associates, IndiMed, HumanZyme, FortéBio, CellPoint Diagnostics, KSB Biotech (China), TechGen International (UK), InnovationsKapital (Sweden), Vertex Pharmaceuticals, Morningside Asia Ventures, Semrock, rapidmicrobiology.com (Ireland), BioXpr (Belgium), BioPharma (Singapore), BID Automation, ProteomTech, Amic (Sweden), Protein Discovery, Nanoxis (Sweden), ArrayGenomics (France)

A selection of projects:

- Assisted engineering and design firm in identifying significant business opportunities; client closed one \$900K deal and presented with multi-million dollar opportunity
- Firm needed penetration into key account executive offices to present technology; opened a significant selling opportunity for this client
- Venture capital firm required fast-turnaround reporting on new diagnostics company and technology; my report resulted in successful financing of opportunity

... helping you meet your market

Highlights of Achievements (continued)

- Proteomics-based start-up required new business opportunities for new business area; located \$400K clinical diagnostics opportunity within 60 days
- Completed project with a leading technology company to better understand distribution strategies; recommended complete distribution makeover
- Created, planned and executed a complex market opportunity profile for this clinical development company; also connected multiple BioPharma C-level executives to begin conversation with client and close eventual agreements
- Worked with five-year-old contract manufacturer in need of very accurate market and sales information on new high-end detection platform for high throughput screening (important for this firm's VC financing). Designed and executed market survey, and based on results, recommended product features, sales and distribution strategy, customer support and service infrastructure and sales forecast
- Identified and qualified small biotechnology vendor companies in need of cash infusion to join a biotechnology holding company; assist in acquisition of companies
- Created distribution platform for ADME software company
- Conceptualized, planned, and executed an 18 month survey of over 500 high technology companies to determine their marketing and distribution efficiency
- Created and led market penetration seminars for multiple technologies and companies aimed at the biotechnology and pharmaceutical marketplace
- Assisted proteomics start-up in developing business plan, identifying and hiring key executives and identifying potential technology acquisition partners for exit
- Provided business development consultation to a start-up company focusing in bioprocess biocontaminant testing such as residual DNA and E. Coli host cell protein. Created marketing collateral; successfully introduced products into key accounts such as Genetics Institute (Wyeth), Eli Lilly, Amgen, and BMS
- Provided consultation to an emerging Contract Service Organization focusing in quality systems and validation related to FDA compliance issues
- Consulted with key immunoassay detection platform manufacturer on issues related to sales revenue projections for main product. Was within 10% of actual revenue.
- Conducted North American sales and market penetration seminars with three separate companies in the bioprocess market. Attracted over 150 companies to these seminars, which accounted for major (>25%) sales increases for each client
- Responsible for changing distribution channel at major biotechnology instrument vendor from direct representation to independent manufacturer's representatives. This new system vaulted the client from a #5 to the #2 market position in its category
- Negotiated a settlement between manufacturer and distributor in conflict; avoided very expensive litigation for client; parties now work together
- Provided market analysis and survey to diagnostics manufacturer for a new tuberculosis diagnostic instrumentation and reagent system. Designed sales and distribution systems and revenue projections for initial product introduction
- Developed sales plan and took on lead salesperson responsibility at start-up fluorescence polarization company. Developed key account and geographical sales seminars, which increased sales over 50% within 6 months
- Created seminar *Key Account Management Program (KAMP©)*
- Created seminar *People-to-People; Secrets of Business Development*
- Created seminar *Negotiations in the High Technology Marketplace*

Career Progression

VENTANA MEDICAL SYSTEMS, Tucson, Arizona 1991 – 1992
Eastern Regional Manager. Ventana, a start-up, manufactures instrumentation and reagents for the immunohistochemical clinical market, primarily located in pathology departments within hospitals and reference labs. I aggressively introduced product to the end-user market as quick as possible to capture reagent streams.

*Career
Progression
(continued)*

MOLECULAR DEVICES CORPORATION, Sunnyvale, California 1986 – 1991
OEM Manager, Eastern Regional Sales Manager, Sales Representative. During my five years at MDC, I saw the company grow from zero (start-up) to \$20MM in sales to the research market. As their first sales representative, and lead person in the field, I contributed to the building of a distribution infrastructure for hardware, software, and reagents in the US and Europe. As a sales manager, I hired a staff of reps and specialist, and positioned the company for a strong attack on the market, which was very successful.

- Aggressively sought new business and closed 150% of target, every year.
- Developed company training seminars for marketplace.

MOTION ANALYSIS CORPORATION, Santa Rosa, California 1984 – 1986
Eastern Regional Manager. As a sales manager for this start-up, I experienced my first foray into marketing, strategic planning, and management. My impact was company-wide, although my direct responsibility was to sell new technology to varying markets in the east. I was also instrumental in hiring the US salesforce

IBM, INSTRUMENTS DIVISION, Danbury, Connecticut 1982 – 1984
Sales Representative. Sold GC, HPLC, UV/Vis, Electrochemical Detectors, Laboratory Computers, NMR, EPR, FT-IR, Application Software for all systems, and consumables.

HEWLETT PACKARD CORPORATION, Palo Alto, California 1979 - 1982
Sales Representative. Sold analytical instrumentation in Upstate NY primarily to environmental laboratories, especially when Love Canal (Hooker Chemical, Niagara Falls) hit the news. Carried UV/Vis, GC/MS, GC, HPLC, Lab Automation Systems.

NALCO CHEMICAL CORPORATION, Naperville, Illinois 1978 – 1979
Sales Representative. Sold research reagents and bulk chemicals to water treatment plants and research facilities. Surpassed quota both years by averaging \$1.7MM in sales.

Education

THE PENNSYLVANIA STATE UNIVERSITY, State College, Pennsylvania
PhD program in Synthetic Organic Chemistry, GPA 3.5 after all coursework (54 credit hrs) completed (full scholarship, did not finish PhD). I was very interested in pursuing a career in Chemistry at this time, but was attracted to what business had to offer. I performed one year of laboratory synthetic organic chemistry under the tutelage of Dr. Steve Benkovic, a future National Science Foundation Member, and internationally known Physical Organic Chemist

THE STATE UNIVERSITY OF NEW YORK AT ONEONTA, Oneonta, New York
BS Chemistry, Mathematics, French GPA 3.3.

DALE CARNEGIE INSTITUTE, Buffalo, New York; STRATEGIC SELLING, Menlo Park, California

*Personal
Profile*



*Married for 42 years (to the same woman!); my wife, Gail & I have three great kids... Michael, 39... Noelle, 33... Brielle, 28... (and four grandchildren!). Gail & I also gave home care for 28 years to Gail's 98-year-old mother, who recently passed away. Enjoy competitive sports such as racquetball, basketball, and softball; coach basketball, love to ski and play chess. Tutor chemistry to high school students. Play guitar, write children's stories and songs; and have [written a novel 'Late Whistle'](#) currently in review, am also in the process of writing a book on business; and I make [the best onion soup in the world](#); can balance a salt shaker on its side, shoot a match out with a rubber band at five feet, and have a great shot from the corner; *speaks French well, enjoys professional speaking, has a great sense of humor; I am very proficient in Windows and Mac applications* computer software; ready for a challenge at any time. I'm easy to work with, very flexible and much better looking in person.*

Excellent References Available Upon Request.