

PROFILE

Global marketing leader with 20+ years driving go-to-market strategy for protein expression and cell culture technologies supporting biopharmaceutical discovery, process development, and early manufacturing workflows. Proven track record scaling platforms into \$500M+ business lines through disciplined segmentation, differentiated positioning, and high-impact global launches. Known for converting technical complexity into customer value and results driving adoption and growth across biologics, vaccines, and advanced therapeutics. Trusted partner to product management, R&D, sales, and executive leadership, aligning cross-functional teams across matrixed organizations to drive commercialization, revenue growth, and enterprise impact.

STRATEGIC & LEADERSHIP COMPETENCIES

Strategy	Marketing	Leadership
Market Intelligence (VoC)	Product / Service Marketing	Team Development
Segmentation & Targeting	Go-To-Market Strategy	Cross-Functional Leadership
Portfolio & Growth Strategy	Positioning & Messaging	Executive Influence

PROFESSIONAL EXPERIENCE

THERMO FISHER SCIENTIFIC (\$40B+ Global Life Sciences Leader, NASDAQ: TMO), Carlsbad, CA 2008 – 2024

Director & Head of Marketing (2019 – 2024)

Led global marketing strategy and team of 15 supporting a \$500M service and support portfolio across nine life sciences business units, strengthening commercial execution across research-to-production workflows at scale.

- Grew global service revenue from \$300M → \$500M through data-driven segmentation, value-based positioning, and commercial enablement programs supporting global customer workflows.
- Improved commercial capture rate from 25% → 28%, delivering \$18M in incremental growth through sharper value propositions and commercial execution.
- Built a \$10M qualified pipeline through customer data enrichment and segmentation programs that improved targeting and conversion.
- Aligned R&D, product management, commercial, and service leaders on differentiated positioning across research and clinical workflows, strengthening enterprise value articulation.
- Managed and optimized a \$7.4M annual marketing and OPEX budget, maximizing ROI while enhancing operational efficiency.
- Scaled and led a global marketing organization from 7 → 15 professionals, introducing strategic planning and KPI management that strengthened commercial execution and organizational capability.

2025: Earned Mini MBA in Marketing and Coaching Certification from Brown University to deepen expertise.

Senior Manager, Market Development (2015 – 2018)

Led global go-to-market strategy for protein expression platform serving biologics, vaccine, and structural biology markets.

- Scaled protein expression portfolio revenue from \$60M → \$115M, driving sustained double-digit growth through targeted segmentation, differentiated positioning, and disciplined global launch execution.
- Launched ExpiCHO Expression System, exceeding year-one forecast by 40% (\$9M) and establishing category leadership in high-yield CHO expression supporting scale-up and production-relevant workflows; recognized with the Life Sciences Innovation Award.
- Expanded applications and commercial claims for Expi293, increasing revenue 322% by unlocking new upstream use cases and customer segments.
- Partnered closely with R&D, product management, and commercial teams to translate technical capabilities into market-driven positioning and messaging across research-to-production workflows.

- Selected for Thermo Fisher's Emerging Leaders Program, recognizing high-potential leadership and enterprise impact.

Global Market Development Manager - LIFE TECHNOLOGIES (2012 – 2014)

Led global marketing strategy and launch execution for high-impact molecular technologies across transfection and gene delivery workflows.

- Launched Lipofectamine 3000, surpassing year-one forecast by 350% (\$5M) through targeted positioning, messaging, and strong cross-functional alignment; recognized with two Marketing Excellence Awards for measurable business impact.
- Designed and executed integrated global campaigns that strengthened brand leadership and increased adoption across molecular biology workflows.
- Built strategic partnerships with KOLs and scientific media to co-create educational content, strengthening technical credibility and customer engagement.

Americas Market Development Manager - LIFE TECHNOLOGIES (2010 – 2011)

Delivered revenue growth across the Gibco portfolio through sales enablement, channel optimization, and regional marketing programs supporting cell-based and molecular workflows.

- Exceeded revenue targets through enhanced sales engagement and targeted regional campaigns.
- Transformed educational programs into digital marketing experiences that increased engagement and lead quality.
- Recognized for exceptional cross-functional collaboration and selected to lead new product concept initiatives with Product Management.

Associate Market Development Manager - LIFE TECHNOLOGIES (2008 – 2009)

Executed integrated marketing programs supporting North American research markets.

- Generated \$2.9M in promotional revenue through targeted marketing initiatives.
- Optimized product mix and channel execution to improve conversion and portfolio growth.
- Recognized for creativity and strong alignment with field sales and commercial leadership.

QIAGEN (NASDAQ: QGEN), Gaithersburg, MD

2004 – 2008

Field Application Specialist / Technical Services Manager (2004 – 2008)

Supported FDA-approved HPV molecular diagnostics across U.S. clinical laboratories.

- Drove assay adoption and customer retention through on-site implementation, troubleshooting, and workflow optimization in regulated clinical environments.
- Partnered with commercial teams to strengthen competitive positioning and ensure compliant assay performance.

EDUCATION

Master of Science, Biotechnology Enterprise - THE JOHNS HOPKINS UNIVERSITY

Bachelor of Science, Biological Sciences - UNIVERSITY OF CALIFORNIA, SANTA BARBARA

EXECUTIVE EDUCATION & CERTIFICATIONS

Mini MBA Marketing – MARK RITSON

Certified Leadership and Performance Coach – BROWN UNIVERSITY