



## Bridging companies globally

### Bridge4Bio is a business consultancy group focused in growing life science companies.

Comprised of a global team of experts in leading and managing operations, marketing, sales and business development, B4B's approach is client driven. Forming partnerships and alliances to ensure success, the B4B team tailors its services to meet individual client's needs. The team works within the following sectors: academic research, drug discovery, pharmaceuticals, biotechnology, medical devices and healthcare. B4B's capabilities extends beyond its core senior consultants and draws on the expertise of advisors working in major biotechnology and life science growth markets worldwide.

Bridge4Bio is headquartered in the San Francisco Bay Area and maintains satellite offices in Sweden, United Kingdom, Israel, India and Southeast Asia. A partnership with Bridge4Bio allows companies, both large and small, to maximize their growth potential while working within the reality of budget constraints. With a proven track record and years of combined experience, Bridge4Bio can bring large dividends to its clients.

**Bridge4Bio works in four strategic areas** to assist startups and established companies plan and grow their businesses globally:

- 1. Channel Development**— Global direct, OEM, licensing and/or distribution channel establishment, expansion and management, and assistance in negotiated agreements. Often this may include identifying acquisition or merger partners, raising capital, and, depending on our client's wishes, Bridge4Bio will manage the process before, during and after changes.
- 2. Global Sourcing**— Identifying the best sourcing globally, including moving manufacturing offshore, reducing cost structures, negotiating contracts, improving quality, and setting up long-term partnerships. We also assist in identifying potential technologies that may improve a company's product portfolio and which may help that company gain a competitive advantage.
- 3. Strategic Marketing**— Building a global business plan and setting up a product and product line strategy, including international pricing and channels, launching new products to maximize profit, marketing communications, IP and licensing services, and managing P&L to capitalize on new opportunities.
- 4. Capital Investment**— Many startups need to raise additional funds through private and institutional investors, angels and venture capitalists. Bridge4Bio is well connected to Silicon Valley and global contacts, and we can bridge a client to the correct investor or company in forming a partnership. Bridge4Bio insures that the business model, financials and presentation are in the best position for successful and timely investment.

## Let us help you grow your business strategically

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## The Bridge4Bio Team

**Hugh Douglas, President (USA)**, offers more than 20 years of experience in managing general operations, manufacturing, R&D, finance and administration, and marketing and business development. He also has experience in acquisitions and raising capital for new ventures. Hugh has a BA from UC Berkeley and an MBA from Golden Gate University. Most recently, he was managing director/president of Hoefer, Inc., a global electrophoresis company, as well as VP of West Coast Operations for Amersham Biosciences (now a part of GE Healthcare).

**Ramana Tadepalli, Senior Vice President (USA)**, brings more than 14 years of experience in strategic marketing, business development and product management for such companies as Biorad, Amersham Biosciences, GE Healthcare and Hoefer. Ramana has developed distribution and sales channels from the ground up and launched major global marketing campaigns for a number of companies. He has an MS in biotechnology and an MBA.

**Bertil Djupsund, Senior Consulting Partner (Sweden)**, has more than 35 years of experience in electrophoresis-based protein separation and purification. Bertil has an MSc in Cell Biology from Åbo Akademi, Finland, where he first worked as a scientist in this field at both Universities of Turku. He later joined the leading-edge institutions in Swedish industrial electrophoresis, LKB, Pharmacia and Amersham Biosciences, holding positions in sales and marketing. Bertil acted as European sales and marketing manager for Hoefer until he joined Bridge4Bio.

**Malcolm Lee, Senior Consulting Partner (UK)**, is a graduate biologist with more than 30 years experience in the scientific instrumentation industry. Malcolm has a comprehensive sales and marketing background on a worldwide basis working at director level for Thermo Electron and more recently Biochrom Ltd. He has established worldwide distribution, been instrumental in taking new technologies to market and has been directly involved in acquisitions. Until recently Malcolm was Chairman of the UK Trade Association for Scientific Instrumentation and is a Fellow of the Institute of Sales and Marketing Management.

**Aditya Sengupta, Senior Consulting Partner (India)**, contributes 14 years of business experience and 8 years of research and postdoc experience to the team. He worked at BioRad in their life science business developing expertise in proteomics, micro array, multiplexing and imaging technology. Aditya additionally brings senior management experience from working at Millipore as a National Sales Manager developing further knowledge in drug discovery and sample preparation. Aditya has a PhD in Molecular Biology from Calcutta University.

**Tiina Sepp, Senior Consulting Partner (USA)**, has broad scientific background in virology, as well as molecular and cell biology and more than 16 years of research and business experience in Silicon Valley. Dr. Sepp completed her graduate studies in Munich, Germany followed by postdoctoral fellowship at University of California San Francisco. After transferring to biotech industry Dr. Sepp has held various technical and business management positions of increasing responsibilities in leading biotechnology companies such as Amersham Biosciences (now part of GE Healthcare), BD Biosciences, Clontech and Invitrogen Corporation (now part of Life Technologies) as well as in fast pace start-up companies.

**Rachel Gabay, Senior Consulting Partner (Israel)**, brings more than 13 years of management experience in strategic international marketing and product management for pharmaceutical and biotechnology companies, including Teva Pharmaceutical, Biogen and Eli Lilly. She has launched international marketing campaigns and provided consultation in business analysis, market evaluation and intellectual property strategy. Rachel has a MSc. in Developmental Biology from Hebrew University and an MBA from The College of Management–Academic Studies Division, Israel.

**Neil Winterbottom, Senior Consulting Partner (USA)**, has led medical device, diagnostic and combination product R&D teams from concept to commercialization for more than 18 years, including more than five years launching new ventures. He's played a scientific and technical role for regulatory, business development, manufacturing, quality, sales and marketing groups at companies from startups to multinationals (Metra Biosystems, Fusion Medical Technologies, Baxter Healthcare). His most recent position was VP of R&D at Tenaxis Medical. Neil holds a B.Sc. in Biological Sciences from Manchester Polytechnic in the UK and a Ph.D. in Oral Biology (Biochemistry) from the University of Alberta, Canada. He also has significant experience in managing the environmental, health and safety systems of biotech and medical businesses.

**Robert A. Feldman, Senior Consulting Partner (USA)**, has over 25 years experience in biotech/academia, R&D, operations and management. He has served on the faculty at Rutgers and the University of Delaware, and holds a Ph.D. in Genetics from the University of Hawaii and undergraduate degrees from the University of Illinois. Robert has built and directed high throughput genomics labs at Diversa Corp. and Amersham Biosciences, and served as CEO and President of Symbio. Areas of expertise include DNA sequencing and analysis, genomics, bioinformatics, pipeline architecture and databasing, and business development.

**Additional contributing advisors are based in the USA, United Kingdom, Sweden, Japan, Taiwan, Singapore, Thailand, Hong Kong and China.**

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