**5 years in Science**

**12 years in Marketing & Sales**

**17 years in Innovation**

Outsourced Marketing

& Business Development

BtoBioInnovation

Nathalie ACCORNERO

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France

QUALIFICATIONS

 MARKETING •Development of a marketing strategy •Development of a network of KOL •Communication: direct marketing, magazines, creation of product brochures,Taking part to European trade shows, congresses & Business convention :Bio-Europe, Biofit, JIB, Medica, Hopital Expo, Bioriver, Bioentrepreneur, ILMAC, Forum labos, PABORD, Biopharmos &Biophardos, Biotechnica, Scanlab, Bioforum…with focus on: Pharma/Biotech/IVD/neuro/cancero/stem cell

**E-Marketing:** Drawing up the content of the Product Web site SEO, Google Analytics, CRM, E-Mailing Campaign, Photoshop, Word Press, Social Media

COMMERCIALIZATION•B2B : Sale of a biotech event, services in R&D, Products (software, reagents, equipment)Dealing with distributors, partners, clientsTaking part to business convention•B2C : Market the product to practitioners and researchers. Initiation and maintenance of costumer relationships. Demonstration & Technical support

•B2I : Establishment and conclusion of partnerships with institutional agencies, embassy• Finding Investors: Biodata •Effecting competitive knowledge

PROJECT MANAGER •Management of a 9 person team.•Searching for subcontractors.•Legal aspects : patents, trademarks, licences.•Establishment of a steering committee

50 people : general and specialised practitioners

OTHERS •Training in negociation • Training in Licensing (IEEPI/LES)

•Composition of scientific papers

•Teaching Molecular Biology •Funding applications•Pack office

EXPERIENCE

2011-2014 : **BtoBioinnovation**

Outsourced Marketing & Business Development & Tech Transfer in Life Sciences /Biotech / IVD

[Btobioinnovation.com](file:///C%3A%5CUsers%5CNATH%5CDocuments%5C4%20Emploi%202014%5CBDbiosciences%5Cbtobioinnovation.com)

2007-2010 : **Merck Biosciences**

 (Now Merck Millipore)

Account Manager for France (south part) &Switzerland

for Calbiochem, Novagen, Novabiochem.

**Reagents for fundamental & clinical research in cell biology**.

[www.merckbio.eu](http://www.merckbio.eu)

2006-2007 : **Biocell Interface** (Swiss company) Marketing Manager & Business Developer Europe for **equipment in electrophysiology for research & drug testing** 5 people 2005 : **Eurasanté** –Development Agency in Biotech & HealthcareBusiness Developer for a **trade show & business convention** in Biotech

20 peopleLocation : Lille-France 2001-2004 : **Geckomedia** now Callimedia

 (Health Communication Agency)2004 : Business developer2003 : Marketing & Communication manager.2001-2002 : Project Manager**From the development to the commercialization of an anatomical software to help practitioners to explain pathologies or surgeries.**11 people. <http://www.natomshop.com/>

Location : Montpellier- France.

1997-2001 : **IGMM, CNRS**.**Researcher. Development of a tool to visualize and analyse the movement of single RNA molecule in living cells.**Laboratory of 10 people.Location: Montpellier- France.<http://www.igmm.cnrs.fr/spip.php?rubrique150&lang=en>

DIPLOMAS

2001 Ph D in molecular

& cellular biology CNRS, Montpellier I

1996 5th level in fundamental virology Institut Pasteur,

Paris VI. (graduate studies)

1995 Graduate MSc Paris VI. Biochemistry(4th year undergraduate)

LANGUAGESFrench : native languageEnglish : fluent

(written and spoken).

REFERENCESJean-Claude Muller

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Btobioinnovation’s customer

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