



Nathalie ACCORNERO
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*Outsourced Marketing
& Business Development
In Life sciences*

5 years in Science
15 years in Marketing & BD
20 years in Innovation

QUALIFICATIONS

DIPLOMAS

EXPERIENCE

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 conventions :
BIO US, Bio-Europe, Biofit, Medica, JIB,
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, Publishing a e-Biopharmaceutical News
about Acquisition, Partnering, Drugs on clinical
trials and approved.

COMMERCIALIZATION

- B2B : Sale of services in R&D, Products
(software, reagents, equipment), a biotech event
Dealing with distributors, partners, clients
Taking part to business convention
- B2C : Market the product to practitioners and
researchers. Initiation and maintenance of
customer relationships. Demonstration &
Technical support
- B2I : Establishment and conclusion of
partnerships with institutional agencies,
embassy
- Finding Investors (Biodata), Funding
applications
- Training in negotiation & Licensing
(IEEPI/LES)
- 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

- Composition of scientific papers
- Teaching Molecular Biology
- Pack office

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)

LANGUAGES

French : native language
English : fluent
(written and spoken).

REFERENCES

Jean-Claude Muller
BtoBioinnovation
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+33 (0)6 76 84 71 60
Btobioinnovation's partner

Cédric Szpírer, CEO
Delphi Genetics
cszpírer@delphigenetics.com
+32 71 25 10 00
Btobioinnovation's customer

Christophe Fabre, CEO
Geckomedia
c.fabre@callimedia.fr
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Edouard Bertrand
CNRS
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1997-2001 : **IGMM, CNRS.**
Researcher. Development of a tool to visualize and analyse the movement of single RNA molecule in living cells.
Work on 3'UTR of the proto-oncogene C-Myc.
Laboratory of 10 people.
Location: Montpellier France.
<http://www.igmm.cnrs.fr/spip.pl?rubrique150&lang=en>

2011-2016 : BtoBioinnovation

Outsourced Marketing & Business Development & Tech Transfer in Life Sciences /Biotech / IVD
[Btobioinnovation.com](http://btobioinnovation.com) (US/ EU market)
Customers: **Dualsystems Biotech (CH), Delphi Genetics (BE), BMA Biomedicals (CH), Agrisera (SW), Phytosafe (FR), Biogazelle (BE), Amylgen (FR), Transcure (FR), Mitologics (FR), Expres2ion (DK)...R&D services-Drug Discovery-Lead selection-PoC-Preclinical-Safety/Tox regulatories-Therapeutic Antibodies& Proteins-DNA/Antigen Vaccines-RNA sequencing-NGS-RNA biomarkers-IVD- humanized Mouse models -Immuno-oncology, HIV, Inflammatory Bowel Disease**

2007-2010 : Merck Biosciences

(Now Merck Millipore)
Account Manager – FR, CH markets
for Calbiochem, Novagen, Novabiochem.
Reagents for fundamental, clinical research, Pharma & Biotech in cell biology. Protein production, Peptid synthesis, assays and Antibodies
www.merckbio.eu

2006-2007 : **Biocell Interface** (Swiss company)
Marketing Manager & Business Developer Europe for **equipment in electrophysiology for research & drug testing-** Area: **CNS/PNS, Cardio, Ophthalmology**
5 people

2005 : **Eurasanté** –Development Agency in Biotech & Healthcare
Business Developer for a **trade show & business convention** in Biotech (UK, DE, CH, SW markets)
20 people
Location : Lille-France

2001-2004 : **Geckomedia** now Callimedia
(Health Communication Agency)

2004 : Business developer
2003 : 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.