

MICHAEL J. BOYER, Ph.D.

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Summary

Innovative Biotech Professional with 12 years of leadership and management expertise in business development, marketing (strategic/tactical) and product management for the antibody, immunoassay and inhibitor research life science marketplace. Strong scientific, interpersonal, presentation and communication skills. Success-oriented with the ability to effectively network with key opinion leaders (KOL) and collaborators to drive the strategic needs of the business.

- Bus Dev:Licensing
- Portfolio Management
- Marketing and Product Management
- Collaborative relationship building
- International Business Experience
- Managing OEM and Bulk Business Relationships
- Public Speaking
- Team building

PROFESSIONAL EXPERIENCE

Collectis bioresearch, Inc.

2011

Collectis bioresearch is a subsidiary of Collectis, a Paris based company that established a new US subsidiary in Cambridge, MA. The company specializes in the development and production of meganucleases (DNA scissors) for genomic engineering that can be used for a wide range of therapeutic and biotechnological applications.

Regional Sales Manager

Recruited to promote new catalog products into the South West U.S. marketplace and to work directly with industry and academic customers to assess the needs of the marketplace, to identify leads, and to promote sales.

- Launched a new genomic tool, designated TALENs, similar to zinc-finger-nucleases.
- Created new marketing material for the TALEN product.
- Initiated new email campaign to potential new qualified customers.
- Produced PowerPoint tutorial for the new TALENs as well as for other existing products.

eBIOSCIENCE, San Diego, CA

2007 – 2010

Business Development Manager (2010)

Responsible for identification and subsequent in-licensing for both RUO and ASR/IVD products in the area of apoptosis, immunology and oncology from both academic and biotech business sources. Identification of potential new business opportunities and collaborations in academic and business environments.

Generated over \$100K in new OEM (out) business.

- Licensed 20% of all antibodies; initiated agreement on an antibody collaboration to bring 30 new antibodies for a new product line and technologies that will result in significant revenue income to the business.
- Identified and capitalized on new growth opportunities via market analysis, product development and scientific portfolio analysis resulting in new licensing agreements.
- Developed new sourcing relationships worldwide.
- Attended conferences and tradeshows to secure new leads translating into licensing opportunities.

Director Global Distributor Logistics (2009)

Responsible for managing day to day operations of over 40 world wide distributors generating over 28% of total business revenue. Duties include but not limited to managing revenue, contracts, discounts, promotions, marketing, providing quotes for bulk and custom business, new product training and distributor relations.

- Grew organic revenue 20% over prior year.
- Generated over \$125K in bulk business.
- Established for the first time worldwide product training seminars and visits to distributors including customer seminars.
- On boarded five new distributors in select geographic areas.
- Worked with in-house counsel to development new distributor contracts with growth targets.

Director of Marketing (2007 – 2009)

Created a new marketing department and on boarded two product managers, marcom manager, graphic artist, CRM/business analysis and a technical marketing manager in 9 months time. Directed marketing team in creation of all marketing material, pricing and promotional material. Developed budgets and sales forecasts. Conducted and maintained competitive analysis on top tier products.

- Grew organic revenues over 30% and exceeded target projections over prior year
- Led rebranding of ebioscience including introduction of new logo (award winning), marketing materials, web, graphics, customer appreciation event, CRM and tradeshow booth.
- Developed integrated marketing/advertising campaigns: direct mail, print mail, internet, multimedia advertising, signage and branding.
- Formulated a “value based selling proposition” to educate the sales force.
- Created marketing campaign to differentiate eBioscience from the competition and to reinforce market leadership in identified growth areas.
- Designed and produced an Industry leading novel CD Booklet.
- On boarded a brand new technology with successful commercial launch of the efluor® Nanocrystal product line consisting of 60 products; created new web pages, print and e-marketing campaigns.

EMD BIOSCIENCES, San Diego, CA

2004 – 2007

Product Manager Pathway Analysis Tools-Calbiochem (2007)

Responsible for Inhibitor line of business with over \$13M in sales. Developed a budget, forecast, and market strategy for products. Created marketing collateral for product launches and product portfolio

•Performed sales and competitor analysis. Created sales tools, webinar and training programs for portfolio and product launches for international sales force that resulted in significant increase in sales revenues Attended conferences and gave research seminars/posters. Maintained marketing and sales databases. Educated sales force regarding marketing plan and portfolio

Acting Director, Product Management (2006)

Assumed leadership for a department including four product managers responsible for managing day-to-day operations for over 10,000 sku's. Duties included, but not limited to managing budget, tradeshow attendance/training, sales force training, advertising, and new product releases.

Product Manager Pathway Analysis Tools-Calbiochem (2005)

Responsible for Immunochemical line of business with over \$9M in sales.

Product Manager Pathway Analysis Tools-Calbiochem (2004)

Responsible for apoptosis line of business with over \$5M in sales.

Selected Accomplishments

- Project and Marketing Leader for Inhibitor Libraries. The number one product for Calbiochem for 2007. Launch package for Q4 for Library I, and Q1 of 2008 for Library II and III.
- Increased revenue of immunochemical portfolio (8%) to meet revenue forecast for first time since 2004.
- Established an academic and industry collaboration resulting in first to market innovative antibody reagents
- Co-initiated and executed placement of Interactive pathways™ for web site to highlight product portfolio in

context of signal transduction pathways and breadth of product lines. I later expanded the interactive pathways™ into a broader strategy and marketing campaign for my product line and integrated this into other components of my marketing plan with the creation of scientific posters. This strategy was then adapted for most of our Calbiochem product lines. A number of companies have since adapted this concept of the Interactive Pathways for their website and marketing material.

- Created industry-leading brochure “Tools and Tips for Analyzing Apoptosis: A Kit Selection Guide” The purpose of this brochure was designed to provide a practical overview of the biology and the techniques available to study apoptosis (40 pages).
- Directed a team from R/D and Production to troubleshoot and reduce backorders which ultimately resulted in a savings of \$160,000 / in four months time.
- Identified and initiated multiple new product introductions (over 100) into cell signaling product line that were lacking in current product portfolio
- Initiated collaboration with a KOL (Jack Dixon Ph.D., Professor at UCSD and VP/CSO HHMI) to generate novel phospho-specific antibodies to mitochondrial markers identified by MS.
- Initiated collaboration with a KOL (Doug Green Ph.D. Chair, Department of Immunology St. Jude Children's Research Hospital) to generate a new apoptosis detection kit. The new kit had revenues of over \$35K at the end of the second quarter of introduction.
- Developed and presented tutorials for International scientific conferences, providing detailed descriptions and value of marquee products, including apoptosis reagents, and use of phospho-specific antibodies and assay kits in novel applications. I also created a New Angiogenesis tutorial which was presented at the 2006 Miami Winter Symposium. I traveled extensively in Asia, Australia, New Zealand, and Canada to present these tutorials. Examples, include:
 - ASCB 2006 San Diego, CA. Workshop “Tools and Tips for Analyzing Apoptosis” (160 people attended).
 - Exp. Biol 2007 Washington, DC. Workshop “Tools and Tips for Analyzing Apoptosis” (60 people attended)

BD BIOSCIENCES PHARMINGEN, San Diego, CA

1998 – 2003

Program Manager Cell biology/Cell signaling (1999 – 2003)

Responsible for a product line with over 3,000 catalog items. Shepherded products from research and development (R/D) to market and interacted with all aspects of the business including: manufacturing, quality assurance, quality control, customer service, sales, finance, business development, marketing, and technical service. Created product support literature including, marketing collateral, laboratory protocols, scientific abstracts/posters, BD Biosciences catalog, and manuals for customers.

- Managed release of approximately 300 new products to finished good inventories. Wrote technical data sheets for all released products. Ensured scientific integrity of R/D finished products, including review of experimental design and data for final release of products.
- Developed and presented tutorials for scientific conferences, providing detailed descriptions and value of marquee products, including apoptosis reagents, and use of phospho-specific antibodies in novel applications and Phosflow line of products.
- Co-led initial collaboration between BD Biosciences and the Nolan laboratory at Stanford University on novel application of phosphospecific antibodies for intracellular staining of phosphoproteins by flow

cytometry. Leveraged my expertise in signal transduction to help facilitate interaction with BD colleagues.

- Coordinated with marketing to help launch BD Phosflow cell signaling line of products and reagents.
- Acted as liaison between marketing and R/D to formulate marketing strategy with marketing product manager and to execute strategies to generate marketing material.
- Directed interaction with collaborators and business development for negotiation of new and existing product opportunities.
- Interfaced with internal customers, including technical service, field sales force, and field technical application specialists to provide technical support and ensure customer satisfaction of products.
- Facilitated transition of Cell Biology PDQ to separate RD and QC departments. Held weekly meetings for one year to train QC associates on data interpretation, problem solving, and design of experiments.
- Key member of BD Pharmingen Transduction Lab integration team, formed to assimilate cell biology product line into San Diego site following closure of Transduction Labs.
- Formed and led group (5 people) of documentation specialists (DS) into a team to better meet the needs of the business. Streamlined workflow by defining processes and creating SOP's for common processes which led to increased efficiency and productivity of the team enabling us to meet business needs with three DS Associates.
- Coached team members to take on additional responsibility in order to align individual goals with company directives and save money.

Technical Service Scientist (1998)

- Supported and resolved technical or quality issues for cell biology reagents as well as general questions for all other product lines. Included answering phone calls, e-mails, and faxes from internal and worldwide external customers, and attendance at trade and scientific meetings.
- Number one performer in department for amount of phone calls answered per month.
- Conceived and initiated e-business process for alerting worldwide BD associates of upcoming new cell biology products, as well as technical or quality issues with all products through Cell Biology Notes.

CHILDREN'S HOSPITAL OF PITTSBURGH, Pittsburgh, PA

1995 – 1997

Research Associate in Hematology and Oncology

Conducted independent research on project studying role of non-receptor protein tyrosine kinases in granulocyte colony stimulating factor (G-CSF) signaling as a potential cancer model.

COLD SPRING HARBOR LABORATORIES, Cold Spring Harbor, NY.

1991 – 1995

Postdoctoral Research Fellow in Laboratory of Dafna Bar-Sagi

Conducted independent research on project studying regulation of the Ras oncogene in B cell activation.

UNIVERSITY OF UMEÅ, Umeå, Sweden

1988 – 1991

Postdoctoral Research Fellow in Department of Biochemistry, laboratory of Å. Wieslander

Conducted independent research on project for identification and characterization of "signal sequences" in Mollicute *Acholeplasma Laidlawii*.

EDUCATION

Ph.D., School of Medicine, Department of Molecular Microbiology and Immunology - University of Missouri-Columbia Columbia, MO

(Medical Microbiology) in laboratory of Kim Wise Ph.D.

Thesis: Structure and intraspecies antigen variation of Mycoplasma surface lipoproteins.

MS, Idaho State University, Pocatello, ID
(Microbiology) in laboratory of Gene Scalarone Ph.D.

Thesis: Development of an ELISA that utilizes Histolyn CYL to detect an antibody response to *Histoplasma capsulatum*.

BS, Lewis and Clark College, Portland, OR (Biology major with minor in Chemistry)

PROFESSIONAL TRAINING: BECTON DICKENSEN UNIVERSITY COURSES

- Coaching for Performance
- Managing for Performance
- Project Management
- Leading and Facilitating Business Meetings

PROFESSIONAL TRAINING: Other

Achieve Global™-Professional Selling Skills

PROFESSIONAL HONORS

- NIH Training Grant, Cancer Cell Biology and Tumor Virology, Cold Spring Harbor Laboratory Cold Spring Harbor, NY.
- Postdoctoral Fellowship, Biotechnology Program, University of Umeå, Umeå, Sweden.

ACADEMIC HONORS

- Superior Graduate Achievement Award, Dept of Micro. Univ. of MO. School of Medicine.
- Graduate Student Teaching Award, Dept. of Micro., Univ. of MO. School of Medicine.
- Phi Kappa Phi - Scholastic Honor Society, Idaho State University.

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PUBLICATIONS (9) not listed but available upon request

1. Grishin, A., S. Sinha, V. Roginskaya, M.J. Boyer, J. Cambroner-Gomez, S. Zuo, T. Kurosaki, G. Romero, and S. J. Corey. 2000. Involvement of Shc and Cbl-PI 3 kinase in Lyn-dependent proliferative signaling pathways for G-CSF. *Oncogene* 19:97-105.
2. Boyer, M.J., D. Gutmann, F. Collins and D. Bar-Sagi. 1994. Crosslinking of the surface immunoglobulin receptor in B lymphocytes induces a redistribution of neurofibromin but not p120-GAP. *Oncogene*. 9:349-357.
3. Wieslander, Å., Boyer, M., and H. Wroblewski. 1992. Membrane protein structure. In "Mycoplasmas: Molecular Biology and Pathogenesis." Maniloff, J., R.N. McElhaney, L.R. Finch, and J.B. Baseman (eds.). Washington, D.C.: American Society for Microbiology, pp. 93-112.
4. Boyer, M.J. and K.S. Wise. 1989. Lipid-modified surface protein antigens expressing size variation within the species *Mycoplasma hyorhina*. *Infect. Immun.* 57: 245-254.
5. Boyer, M.J. 1988. Structure and intraspecies antigen variation of Mycoplasma surface lipoproteins. (Ph.D. thesis). Graduate School, University of Missouri-Columbia.
6. Bricker, T.M., M.J. Boyer, J. Keith, R. Watson-McKown, and K.S. Wise. 1988. Association of lipids with integral surface membrane proteins of *Mycoplasma hyorhina*. *Infect. Immun.* 56:295-301.

7. Riethman, H.C., M.J. Boyer, and K.S. Wise. 1987. Triton X-114 phase fractionation of an integral membrane surface protein mediating monoclonal antibody killing of *Mycoplasma hyorhinis*. *Infect. Immun.* 55:1094-1100.
8. Boyer, M.J. and G.M. Scalarone. 1983. The use of Histolyn-CYL in an enzyme immunoassay to detect *Histoplasma capsulatum* antibodies. *Sabouraudia* 21: 303-315.

ABSTRACTS (20) not listed but available upon request

Voluntary Community Service Activities

Leukemia and Lymphoma Society Fundraiser for TNT program in Cycling

- 2007-Solvang Century Bike Ride-Coach
- 2005/2006-Solvang Century Bike Ride-Mentor
- 2004-Lake Tahoe Century Bike Ride-participant

Professional Organizations

American Association Cancer Research
American Association Advancement Science
San Diego Biotechnology Network
Biotech & Pharma Professionals Network