

Bill Gette

Objective Provide life science companies with a wide range of technical writing services that leverage my 28+ years of experience in the life sciences market place, as well as 10 years of lab bench research experience.

Qualifications An extensive set of skills acquired over more than 28 years in the life science industry, including extraordinary breadth and depth of experience in managing and implementing the marketing function in the instrumentation, reagents and consumables, and bioinformatics sectors of the life science market place:

- **Technical Writing and Editing** – Wrote/edited/managed production of hundreds of technical and marketing literature pieces designed to promote adoption of new technologies as well as awareness and sales of products in both the genomics and proteomics sectors of the life science market.
- **Marketing Management** – Managed marketing of a >\$100 million line of electrophoresis products to near double digit CAGR over 5 years , with P&L responsibility, a staff of 5 product managers and a multi-million dollar budget.
- **Strategic Marketing** - Quadrupled sales of a hardware product line in 4 years by positioning the company as the technical leader in its market place.
- **Tactical Marketing** - Developed and managed successful promotional plans for a myriad of products.
- **Product Management** - Brought an HP microarray fluorescent scanner to multi-million dollar total sales in less than 2 years after launch.
- **Product Development** - Provided marketing expertise in such areas as identification of customer needs and definition of product features to numerous cross-functional development teams for over 27 years.

Business Experience WRG LIFE SCIENCE WRITING SERVICES INC., Pleasanton, CA, 2007-Present
President

Provide “ghost-writer” turn-key preparation of trade journal articles, peer-reviewed research papers and technical product literature to life science companies.

- Full service, from literature search (complete online access to all major life science journals) and gaining expertise on the pertinent technology/product(s), to assembling all of the references and figures, to working closely with the PR and MarCom staff to shepherd the article through the review process.
- Unique capability to learn about a new technology or product line and rapidly produce a first draft of an article (3-5 business days after start, for a typical trade journal article), with little time or input required from the client.
- Marketing experience to know how to best present applications data in order to assure that it strongly supports a product’s value proposition, positioning and sustainable competitive advantages.
- Examples of peer review research papers and trade journal articles published in 2008 and 2009:
 - ❖ Standardization of qPCR and RT-qPCR , Genetic Engineering and Biotechnology News, August 2009
 - ❖ The Role of Triple Quadrupole GC-MS in Steroid Analysis, Current Trends in Mass Spectrometry, May 2009.

Business Experience

- ❖ The Great Melamine Scare, Food Quality Magazine, Feb/Mar 2009.
- ❖ Optimization of Binding Interaction Studies, Genetic Engineering News, January 15, 2009.
- ❖ Rapid Kinetic Analysis and Affinity Determination of Hundreds of Monoclonal Antibodies Using the ProteOn XPR36, Anal. Biochem 383, 52-60 (2008).
- ❖ Planning for Success in Biomarker Discovery, Genetic Engineering News, June 15, 2008.

BIO-RAD LABORATORIES, Hercules, CA, 2001-2007

Marketing Manager, Electrophoresis Products

Managed all strategic and tactical marketing functions for Bio-Rad's >\$100 million electrophoresis business, including strategic marketing plans, market research, marketing support of new product development projects, promotional plans and support of the worldwide sales organization.

- Managed a staff of 5 product managers and a multi-million dollar budget with responsibility for more than 2000 products, including instruments, apparatus, consumables and reagents
- Maintained near double digit growth in a slow growth market segment, launching more than 20 major products which contributed to more than \$30 million in sales growth, over 5 years
- Met revenue plan targets during a period of frequent reorganizations and acquisitions, by close attention to management-by-objective.

INCYTE GENOMICS, Palo Alto, CA, 2000-2001

Sr. Product Marketing Manager, Microarrays and Gene Expression

Recruited by a former colleague to manage all strategic and tactical marketing functions for the fledgling microarray business at Incyte. The completion of the Human Genome Project forced a significant restructuring of the company shortly after I joined, resulting in the termination of the microarray business.

- Planned and executed a sales training program for microarrays.
- Developed business models for the expression database products, and provided marketing expertise in negotiations with a business partner.

AGILENT TECHNOLOGIES, Palo Alto, CA 1995 -2000

User Information Manager, Bioscience Products 1999-2000

Assured that all Bioscience Products customers received the information they required to derive maximum value from the microarray products developed by this \$8 billion Fortune 500 company (spun out from Hewlett Packard in 2000).

- Developed a user information strategy, as well as a tactical plan that employed innovative electronic means of information transfer.
- Acted as interim Marketing Communications Manager, developing a MarCom Plan and directing tradeshow and other promotional activities.

Product Manager, Bioscience Products 1995-1999

Managed all marketing functions for the GeneArray microarray scanner, as well as the HP241 Protein Sequencer and associated consumables. Assured that all marketing requirements and milestones were met during product development lifecycles.

- Launched the scanner, which was sold as a component of the Affymetrix GeneChip[®] system, and brought it to multi-million dollar total sales less than 2 years after launch.
- Directed and participated in strategic market planning, elucidation of customer needs, development of technical product specifications, construction of market models, forecasting, tactical marketing planning, and sales support.

Business Experience

BECKMAN INSTRUMENTS, INC., Fullerton, CA 1988-1995

Strategic Marketing Manager, Biotechnology Development Ctr. 1994-1995

Led strategic planning efforts in the nucleic acid analysis markets, reporting to the Director of Strategic Marketing in this \$1 billion leader in life science instrumentation.

Market Planning Manager, Advanced Development Unit 1991-1994

Provided a strong voice of the customer to fast-track product development projects, reporting to the Vice President, Advanced Development.

- Directed numerous customer research activities, including on-site visits to thought-leaders, telephone surveys and product concept validation studies to accurately determine customer needs.
- Led product definition teams of engineers and scientists to produce accurate translations of customers' needs into product features.

Technical Marketing Manager, Consumables Operation 1988-1990

Directed the marketing of new consumables products.

- Developed and implemented a marketing strategy and tactical plan for Designer Genes, including a space advertising campaign, direct mail campaign, technical seminars, trade show exhibits, on-site displays and the training and support of the Consumables sales force.
- Brought Taq DNA Polymerase into the Beckman consumables line and made Beckman one of the major providers of this enzyme within a year of launch.

FOTODYNE, INC., New Berlin, WI 1984-1988

Director of Marketing and Product Development

Formulated and implemented strategic and tactical plans for product development and marketing of instruments for DNA analysis and photodocumentation for this small (less than 10 employees in 1984), entrepreneurial life science company

- Developed and executed marketing plans, including space advertising and direct mail programs, and creation and production of the product catalog, technical newsletter and all other technical and marketing literature.
- Conceptualized and brought to fruition a hardware product that redefined a marketplace, from concept to shipped product in just eight months.
- Quadrupled sales in 4 years (\$1 million to \$4million) and established FOTODYNE as the technical leader in this market space.

PHARMACIA P-L BIOCHEMICALS, Milwaukee, WI 1980-1984

Technical Services Manager

Wrote and/or edited every technical publication produced by the company, including technical notes, literature surveys, instruction manuals, newsletters and the product catalog (this company sold only through its catalog). Served as the primary interface with customers, receiving and handling technical inquiries on any of the 2300 products offered by the company, reporting to the Vice President of Marketing.

Education and Research Experience

Ph.D. in Biochemistry, University of Wisconsin, 1970-1976.

- Structure/function studies of the *E. coli* 30s ribosomal subunit
- Major professor Masayasu Nomura, member of the National Academy of Sciences

Postdoctoral Fellow, Muscular Dystrophy Association, 1976-1979.

- Studies on the translational control of myosin synthesis in chicken embryos

Postdoctoral Fellow, Boston Biomedical Research Institute, 1979-1980.

- Studies on the involvement of 16s ribosomal RNA in initiation of protein synthesis in *E. coli*