

# CLARISSA CERUTI, PhD, MBA

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Citizenship: Italian and USA

Multilingual: fluent in English, Italian, and French



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## EDUCATION

<b>MBA</b> – SIMMONS GRADUATE SCHOOL OF MANAGEMENT, Boston, MA	2001
▪ <i>Emphasis in Finance and Marketing</i>	
<b>PhD, Biochemistry</b> – UNIVERSITY OF TORINO, MEDICAL SCHOOL, Torino, Italy	1997
<b>MS, Chemistry</b> – UNIVERSITY OF TORINO, Torino, Italy	1993
<b>Post-Doctoral Fellowship in Pathology</b> – Dept. of Pathology, CENTER FOR BLOOD RESEARCH, HARVARD MEDICAL SCHOOL, Boston, MA	1998 – 2000
<b>Ph.D. Intern</b> – Dept. of Cellular and Molecular Physiology, JOSLIN DIABETES CENTER HARVARD MEDICAL SCHOOL, Boston, MA	1996 – 1997

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## PROFESSIONAL EXPERIENCE

BIOINDUSTRY PARK SILVANO FUMERO SpA, Colletterto Giacosa, TO, Italy 2016 - Present  
**Business Development Manager**

Providing expertise in technology assessment and patentability analysis, and strategic advice for start-up business plans

- Evaluating new inventions disclosed by researchers from academic institutions and private companies.
- Performing priority art and patentability searches, evaluating commercial opportunities and developing commercialization strategies for patent applications.
- Identifying collaborators, licensees, and business partners to exploit new technologies and patent applications.
- Assisting in the commercialization and licensing of new technologies.
- Assembling and developing marketing presentations.

AROXEL, LLC, Thousand Oaks, CA 2014 - Present  
**Co-Founder**

Developing an aromatherapy device to alleviate symptoms of nausea and vomiting using essential oils, and designing a strategy to commercialize the device

- Currently negotiating a license agreement with the Fox Chase Cancer Center to license the device.
- Conducting customer interviews to validate Value Proposition for our device.
- Overseeing the design of the device by a group of engineering students at Villanova University, Villanova, PA.
- Applying to SBIR grant at the Complementary and Alternative Medicine branch of NIH.
- Enrolled in the Hub101 Accelerator Program in Camarillo, CA.

FOX CHASE CANCER CENTER (FCCC), Jenkintown, PA 2008 – 2013  
**Director Technology Transfer, Office of R&D Alliances, 2009-2013**

Managed FCCC intellectual property portfolio of about 30 investigators and six physicians; implemented business strategies to assess, market, and commercialize scientific inventions.

- Negotiated term-sheets and agreements with pharmaceutical and biotech companies.
- Licensed tangible research materials (antibodies, cell lines, transgenic mice) to companies generating \$772K licensing fees from 51 tangible research material agreements, license agreements, and industry-sponsored research agreements.
- Successfully negotiated an agreement to license a small molecule for the treatment of cancer and mucositis.

- Identified licensees and closed 15 licensing deals on behalf of Conkwest, a company affiliated to FCCC
- Played key role in marketing the Institute for Personalized Medicine and the Biosample Repository by creating marketing material, promoting their services, and coordinating on-site visits from representatives of pharmaceutical and biotech companies.

#### **Associate Director, Office of Business Development, 2008-2009**

Planned symposium to present investigators' ideas to life science industry representatives. Generated \$103K in licensing fees from 22 licensing agreements for tangible research materials.

- Solicited and evaluated new disclosures, and provided assistance for filing provisional patent applications.
- Designed new marketing material to be distributed at scientific conferences.
- Trained in HTML to create new marketing campaigns and e-documents for website.

CENTER FOR TECHNOLOGY TRANSFER, UPENN, Philadelphia, PA

2007

#### **Associate Director, Life Sciences**

Solicited and evaluated new invention disclosures from faculty members and provided assistance for filing provisional patent applications.

- Interacted extensively with investigators to understand their research programs and to support development of their proposals.
- Drafted and negotiated deal sheets for option and license agreements.
- Performed patentability searches, analyzed commercial opportunities, developed commercialization strategies, and implemented marketing activities to identify licensees and business partners.

ABCAM, Inc, Cambridge, MA

2004 – 2006

#### **Marketing Manager, America, 2006**

Assessed capabilities of distribution companies in South America to expand Abcam sales; negotiated license and distribution agreement with selected distributors. Supervised marketing assistant.

- Managed budget of \$500K to develop general and specific marketing activities with objective to increase sales in North and South America.
- Allocated budget of \$100K to increase global sales in the area of immunology, and oversaw sales in the area of nuclear signaling.
- Prepared and presented technical seminars as part of training program for Chinese and Korean distributors.

#### **Marketing Manager, North America, 2005-2006**

Performed market analysis by collecting and analyzing product data and trends, competitor analysis, and SWOT analysis; prepared detailed updated reports to support company's strategic decisions.

- Oversaw budget of \$300K to develop general and specific marketing activities to increase sales in North America (56% of total sales). Managed budget of \$100K to increase global sales in area of nuclear signaling.
- Increased 2005 North America sales by 102% (ROI 1242%) and nuclear signaling sales by 80% (ROI 692%).
- Diversified company marketing strategy (previously solely focused on internet-based marketing), towards a more field-oriented approach by organizing and executing participation to four scientific conferences and 45 tradeshows and vendor fairs at universities and biotech companies throughout North America.

#### **Marketing Coordinator, Nuclear Signaling Antibodies, 2004-2005**

Implemented marketing communication activities for nuclear signaling antibodies, managing budget of \$80K.

- Developed the abwire page, established collaborations with US academic institutions (i.e. UCLA, Baylor College, UCSF, Washington Un. etc), created two signaling pathway brochures, and planned symposia on advance techniques (i.e., in-vivo imaging techniques) to position company products at the forefront of scientific research.

**Program Coordinator, Bioengineering Center, School of Engineering**

Developed multidisciplinary team of four to six faculty members to apply for NIH and NSF grants ranging from \$150K to \$1M. Created database of faculty for easy search by areas of research. Coordinated activities of university's Biomedical Engineering Club, such as seminars, tours to local companies, social events, and advertising materials.

- Implemented advertising strategies to promote awareness of the Center in the life science community in the Boston area. Organized seminar series and invited talks, and planned conference, "Challenges and Opportunities for the Medical Device Industry" June 11, 2004, in collaboration with the School of Engineering, the Medical School, and the Technology Transfer Office.
- Participated in creation of virtual Biomedical Engineering Department in collaboration with three universities in Vietnam; project sponsored by the National Science Foundation.
- Invited as lecturer in the course, "Management of Technological Innovation in the Chemical and Biopharmaceutical Industries," taught by Mary Viola, Ph.D.

**Research Associate, Sloan School of Management, Prof. F. Murray**

- Performed research analysis on the differences and similarities of business models, strategic partnerships, technology platforms, and economic environment between biotech companies in the US and the UK in collaboration with the Center for Business Research - University of Cambridge, UK.
- Developed syllabus for course, "Building a Biomedical Enterprise" for MBA students, highlighting the factors (e.g., patents, policy and regulations, intellectual capital, government funding, venture capital) relevant for starting a business in life science.

**Research Associate, Technology and Operation Management Dept., Prof. H. Chesbrough, 2001-2002**

- Analyzed corporate venturing (CV) as a strategic investment model for manufacturing companies focusing on impact of investments on the CV company's financial performance (e.g., stock price, royalties and patents, and research and development expenses).
- Performed research on the drug development process to analyze total cost of process, cost of failure in pre-clinical stages, and impact of better drug screening.
- Co-authored the Harvard Business School case N9-602-147 "Genzyme General: Engineering the Market for Orphan Drugs," focusing on business decisions related to development of an orphan drug. Issues evaluated: the allocation of funds, size of the market, regulatory, and the drug reimbursement policy.

**Research Associate, Technology and Operation Management Department, Prof. G. Pisano, 2000-2001**

- Analyzed R&D collaborations between pharmaceutical and biotech companies, and the impact of the partnership on the final outcome.
- Evaluated economical and financial trends (number of IPOs and total amount of US\$ raised, total number of scientific collaborations, licensing agreements, etc.) to determine project success in biotech companies.
- Co-authored Harvard Business School case 9-602-118 "The Life Sciences Revolution: A Technical Primer" that describes current technologies (e.g., DNA chips, proteogenomics, drug delivery, gene therapy) and techniques (e.g., recombinant DNA, combinatorial chemistry, monoclonal antibodies, high-throughput screening) used by biotech / pharmaceutical companies to discover, develop, and synthesize new drugs.

**Post-Doctoral Fellowship in Pathology**

Dept. of Pathology, Prof. M. C. Carroll and Dept. of Pathology, Beth Israel Hospital, Prof. J. P. Kinet

- Experimental research focused on investigating the signaling role of two receptors, CD21 and CD19, present on the surface of B and mast cells
- Used online database literature searches and readings to design research projects
- Fellowship proposal writing
- Presented and discussed data with colleagues and Principle Investigator on a regular basis

TORINO MEDICAL SCHOOL, Institute of Medicine and Experimental Oncology, Torino, Italy

HARVARD MEDICAL SCHOOL, Joslin Diabetes Center, Boston, MA

1993–1997

**Ph.D. Intern, Dept. of Biochemistry**, Prof. M. T. Rinaudo

**Ph.D. Intern, Dept. of Cellular and Molecular Physiology**, Prof. S. E. Shoelson

- Performed research in type II Diabetes, to investigate the involvement of the insulin receptor substrate 2 (IRS2) in insulin signaling, and in the regulation of the activity of the pyruvate dehydrogenase complex, a key enzyme modulating glucose utilization in peripheral tissues

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## TEACHING EXPERIENCE

**Dipt di Biotecnologie Molecolari e Scienze per la Salute, Facolta' di Medicina e Chirurgia, Universita' degli Studi di Torino, Torino – Italy**

**Spring 2016**

Instructor

Principi di Redazione del Business Plan (Code 16/1895) in English

**Montgomery County Community College, West Campus, Pottstown, PA**

**2010, 2011**

Instructor in Italian Language

“Discover Italian” (two semesters)

**Entrepreneurial Leadership Program, The Gordon Institute, Tufts University, Medford, MA**

**2003**

“Management of Technological Innovation in the Chemical and Biopharmaceutical Industries Invited lecturers for 4 classes focused on intellectual property and patent law, overview of the biotechnology industry, relationships between pharmaceutical and biotechnology companies, and discussion of a leadership case at Merck & Co.

**Sloan School of Management, Massachusetts Institute of Technology, Cambridge, MA**

**2011**

Developed syllabus for course, “Building a Biomedical Enterprise” for MBA students, highlighting the factors (e.g., patents, policy and regulations, intellectual capital, government funding, venture capital) relevant for starting a business in life science.

**Nursing School, Maria Vittoria Hospital, Torino, Italy**

**1994 &1996**

Instructor in Physics

Taught Basic Physics to nursing students.

Upgraded, implemented, and expanded the basic topics of the course.

## LIST OF RELEVANT PUBLICATIONS

- Chesbrough H and **Ceruti C**, "Genzyme General: Engineering the Market," Harvard Business School Case N9-602-147, Harvard Business Review, March 20, 2002.  
<http://www.hbs.edu/faculty/Pages/item.aspx?num=28922>  
Full HBS Case available upon request.
- Pisano G, **Ceruti C**, and Oestreich S, "The Life Sciences Revolution: A Technical Primer," Harvard Business School Case 9-602-118, Harvard Business Review, January 20, 2002.  
<http://www.hbs.edu/faculty/Pages/item.aspx?num=28795>  
Full HBS Case available upon request.
- Pellacani A, Fornengo P, Bruno A, **Ceruti C**, Mioletti S, Curto M, Rinaudo MT, Pagano G, Cavallo-Perin P, "Acute methylprednisolone administration induces transient alteration of glucose tolerance and pyruvate dehydrogenase activity in humans," Eur. J. Clin. Invest. 1999; 29:861-867.  
<http://www.ncbi.nlm.nih.gov/pubmed/10583428>
- Piccinini M, Merighi A, Bruno R, Cascio P, Curto M, Mioletti S, **Ceruti C**, Rinaudo MT "Affinity purification and characterization of protein gene product 9.5 (PGP9.5) from retina," Biochem. J. 1996; 318 (Pt 2): 711-6.  
<http://www.ncbi.nlm.nih.gov/pmc/articles/PMC1217676/>
- Pellacani A, Rabbone I, Gamba S, Curto M, Mioletti S, **Ceruti C**, Piccinini M, Laielle R, Bruno R, Rinaudo MT, "Pyruvate dehydrogenase activity in mononuclear leukocytes: an index of restored peripheral insulin sensitivity after dexfenfluramine treatment in NIDDM patients with obesity," Diabetologia 1996; 39 (Suppl. 1): 577
- Pellacani A, Mioletti S, **Ceruti C**, Piccinini M, Curto M, Bruno R, Rinaudo MT, "The control exerted by bradykinin on pyruvate dehydrogenase in human circulating lymphomonocytes is mediated by the plasma membrane," Protein Science 1995; 4 (Suppl. 1): 90 (Abstr. 275).

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<b>MBA – SIMMONS GRADUATE SCHOOL OF MANAGEMENT, Boston, MA</b>	2001
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<b>MS, Chemistry – UNIVERSITY OF TORINO, Torino, Italy</b>	1993

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## RELEVANT SEMINARS AND COURSES

HUB101 – CAMARILLO, CA

**Accelerator Program**, Summer 2014

TUFTS UNIVERSITY / THE FLETCHER SCHOOL

**International Intellectual Property Law**, Spring 2004

**Technical Writing**, Fall 2003

HARVARD EXTENSION SCHOOL

**Law and Technology**, Spring 2002

**Project Management**, Spring 2002

J. F. KENNEDY SCHOOL OF GOVERNMENT, HARVARD UNIVERSITY

**The Global Governance of Biotechnology**, Spring 2001