

## Cynthia M. Breed

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Over 25 years of biotechnology **R & D** and **marketing** experience progressing to Senior Product Manager for various **molecular biology** products in the biotechnology industry. Expertise includes developing, promoting, and marketing novel products in new market segments to meet corporate objectives. Laboratory bench work includes technical expertise in **molecular biology** and **immunology**. Extensive **scientific writing skills** in biotechnology and medical device industries. Skilled in motivating product teams to accomplish results with a powerful level of enthusiasm, initiative, and leadership. Principal strengths include:

- Product Management
- Product Training
- Sales Forecasting
- Strategic Alliances
- Research and Development
- Molecular Biology and Immunology Lab Expertise
- Market Research
- Technical Writing
- Competitive Analysis
- Effective Advertising
- Impeccable Attention to Detail

### PROFESSIONAL EXPERIENCE

#### Marketing Consultant, Technical Writer

2003 - present

Contractual product marketing management for various biotechnology and medical device companies. Clients include: Life Technologies/Invitrogen, Stemgent, MO BIO, PageGel, Magellan Biosciences, Product Development Systems, Breathe Pharmaceuticals, Aldevron, PanGo Medical Devices, Sorenson BioScience, Corning, and Affymetrix.

- Responsible for all aspects of multiple product launches including: market research, competitive analysis, forecast, sales training, product presentations, and launch documentation.
- Technical writing, copywriting, and editing of scientific promotional materials including product advertisements, brochures, data sheets, technical notes, application notes, newsletters, protocol manuals, journal articles, catalog copy, and web content.

#### **Life Technologies (formerly, Invitrogen Corporation) – Carlsbad, CA**

Billion dollar industry leader in developing, manufacturing, and marketing research tools in kit format for the biotechnology and biopharmaceutical research industries.

#### Senior Product Manager, Separations & Analysis

1999 - 2003

Managed all aspects of product marketing for nucleic acid gels and buffers, and protein and nucleic acid stains and standards product lines for the biotechnology research markets. Created and implemented effective advertising campaigns consisting of advertisements and corresponding collateral material in all major scientific journals. Organized and trained over 150 account managers and technical support personnel on newly launched products.

- Developed and launched 8 new products over a 3-year period resulting in \$5 million in new revenue since product introduction. Product lines achieved 60% sales growth for 3 concurrent years. Managed product lines worth over \$20 million at their peak.
- Launched highly technical, patented pre-cast agarose gel electrophoresis platform worldwide into new high-throughput robotic market niche achieving first year sales revenue of over \$500,000. Responsibilities included management of new products team consisting of R&D and manufacturing staff located in Israel.
- Authored or co-authored 17 articles for Invitrogen's three newsletters, which reach over 200,000 scientists each year.

**NOVEX – San Diego, CA**

The industry leader of pre-cast polyacrylamide gels and related products for electrophoresis, marketing to the biotechnology research industry with yearly revenue of \$34 million.

**Product Manager, Molecular Biology****1997 - 1999**

Instrumental in establishing NOVEX as a provider of Molecular Biology products. Managed all facets of the Molecular Biology product line including product development, product management, beta-testing, market analysis, sales training, promotional literature, forecasting, managing cost of goods, and strategic alliances. Product line achieved \$1.2 million in revenue with 20% growth.

- Developed and launched innovative new product for new market niche. Product line achieved \$300,000 in new revenue the first 8 months on the market. Decreased cost of goods sold by 50% in the second year.
- Developed strategic alliances resulting in 3 OEM arrangements, two additional new product launches, and several co-marketing efforts resulting in \$200,000 in incremental revenue.

**Technical Service Coordinator****1996 - 1997**

Coordinated, scheduled, and managed the technical service efforts of over 20 individuals for company's core electrophoresis business.

- Established a streamline approach to monitoring and tracking product quality issues resulting in faster response turnaround and improved customer satisfaction.

**Stratagene Cloning Systems – La Jolla, CA****Senior Technical Service Representative****1992 - 1996**

Responsible for technical inquiries and troubleshooting of over 500 molecular cloning products. Prepared statistical analysis reports and call summaries using Clientele database, created and maintained customer feedback database for custom cDNA libraries, consulted with distributors regarding technical troubleshooting, and assisted in new employee training.

**La Jolla Pharmaceutical Company – San Diego, CA****Senior Research Technician****1989 - 1992**

Area of research: Molecular biology and immunology directed toward therapeutics for autoimmune diseases. Performed basic molecular biology research on new drug candidates using company's patented Tolerance<sup>®</sup> Technology to treat lupus and myasthenia gravis diseases. Responsible for management and technical training of lab personnel including new hires and Ph.D.'s. Established and maintained on-site company store and lab coat service.

**Scripps Clinic and Research Foundation – La Jolla, CA****Research Technician III****1985 - 1989**

Performed basic immunology research in an academic setting. Established and characterized human T-cell cultures involved in blood coagulation systems. Examined the specific responses by T-cells to various viruses including vaccinia and influenza.

**EDUCATION**

BS in Biology  
University of California, San Diego