

PATRICIA HALL WARD

Ponte Vedra Beach, FL 32082 • (336) 201-2816 • patricia.ward@kingstonward.com

Bio

Trish brings more than 35 years of senior executive level experience in emerging technology solutions for both early stage and Fortune 50 clients, quickly leading these firms to top market share positions and successful exits. Serial entrepreneurial expertise in the strategic development and execution of complex sales and marketing plans for predictive analytics, GenAI, healthcare informatics, R&D products in genomics, bioinformatics, drug discovery, immunotherapy, pharmacogenetics, and systems biology. Expertise with related professional services targeted at the Federal sector, all major pharmaceutical firms, medical research institutes and clinical research hospitals. Additional experience in launching an automated compliance management system solution for Federal regulatory agencies.

Recognized for productive long-term, high-level partnerships with industry business leaders and with the FDA, NIH, CDC, GSK, Pfizer, Janssen, and Merck. Generated sales revenues in excess of 200 million dollars from top global companies and built and structured sales and support teams to target market opportunities. Noted as an industry technology leader who can form alliances with current thought leaders to close high multi-million-dollar, multi-year contracts and deals. Including the closure of a \$30M global enterprise R&D software solution sale at GSK for the start-up visual analytics company, Spotfire, Inc.

As an acknowledged leader in the industry, Trish created and executed commercial plans that supported significant scientific milestone initiatives, including the Human Genome Project in partnership with Dr. J. Craig Venter. Trish and Craig co-authored the commercial plan to start and complete the 10-year Human Genome Project, which further created the start-ups of Human Genome Sciences, TIGR, and Celera. In addition, she has been an active member of critical drug safety and toxicity initiative and pandemic vaccine projects with the FDA/NIH. Recent commercial and R&D strategies have targeted the cancer immunotherapy Moonshot program. Collaborations with these clients at the C-suite level have ensured client loyalty and maximum revenue generation for the companies she has represented.

Results-driven and relationship-focused with a comprehensive understanding of all factors required for productive alliance with the client or technology partner. Ability to execute all operational and senior management functions including positions of SVP, CBO, CRO, CCO, BD, and COO for firms including Applied Biosystems, Beckman-Coulter, Spotfire, Millipore, Cytobank, and others.

Trish holds a BS Degree in Medical Technology, with a specialty in Clinical Nuclear Medicine, and substantial completion of MBA degree requirements in Hospital Administration and Marketing. Certification from MIT/ Sloan School of Graduate Business in AI in Healthcare course in 2022.

Recipient of numerous industry awards for superior performance in sales management, with her career accomplishments cited in the reference book, *Non-Traditional Careers for Chemists*.

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Experience

Kingston Ward Advisory Group

2003 - Present

President and Founder

Management consulting practice dedicated to creating and driving successful commercial sales strategies for start-up companies in the life sciences and fintech sectors. Partial list of client engagements include:

Andromeda Systems, Inc. **2017- Present:** Federal contractor with predictive analytics SaaS platform. Business development officer position providing commercial strategy for placement of fintech/regtech compliance and risk analysis solutions with top Federal Regulatory Agencies.

Cytobank, Inc. **2010-2015** - Flow cytometry/mass spectrometry Software as a Service (SaaS) based Informatics Company specializing in clinical immunology and intracellular analysis applications. Business Development and Chief Business Officer position providing early revenue from all major pharmas and the initial market placement of this unique research tool for immunotherapy. Acquisition by Beckman Coulter.

Pharmacogenetics Clinical Advisory Board/PangenX - Boston based start-up providing Kaas, Cloud-based knowledge as a service solution for pharmacogenetics research within the personalized medicine market. SVP Sales and Marketing executive creating and leading the commercial sales strategy to the FDA, Major Pharma and the AMA.

Scientia Advisors, Bio Strategy Advisors and Posky LLC - Strategic consulting practice within the personalized medicine sector. Subject matter expert for strategic sales and business plan development at client accounts within the healthcare sector.

Cytobank, Inc.

2010-2015

Chief Business Officer/ Business Development

Flow cytometry/mass spectrometry (SaaS) based Informatics Company specializing in clinical immunology and intracellular analysis applications in cancer immunotherapy and general clinical immunology. Business development and Chief Business Officer position that delivered new partnerships and multi year contracts with all major biopharma companies for products and services. Positioned the company for acquisition by Beckman-Coulter.

PanGenX, Inc.

2011- 2012

Senior Vice-President, Global Sales

SaaS solution that employs a pharmacogenetics knowledge base leveraging semantic web technology. Computational knowledge extraction for curating and integrating clinical and research information to optimize patient care in precision medicine. Created and successfully executed initial commercial strategy for this startup company, providing key product and services placement required for Series A funding.

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Experience (cont.)

Cellumen, Inc.

2007 - 2008

Senior Vice · President, Global Sales and Marketing, Chief Operating Officer-interim committee member

Startup Company providing cellular systems biology products and services to the life sciences sector for predictive toxicology and systems biology research. Built and managed a global sales and marketing team to drive initial key placement sales and contracts at major pharmaceutical, academic, and Federal sector accounts, including the FDA drug safety initiatives.

Spotfire/Tibco

1998 - 2003

Senior Account Manager

Founding member of the team leading the field sales organization of this start-up company providing interactive, visual predictive analytics software/service solutions. Established Spotfire as the major provider of visual analytics and business intelligence-solutions for pharmaceutical drug discovery and clinical trials, oil and gas discovery, and semi-conductor markets. Closed over \$60M in enterprise contracts, building key client relationships at top tier accounts.

Beckman-Coulter

1997 - 1998

Senior Account Manager-Genomics

Founding sales manager within the new genomics products division of Beckman Coulter. Provided successful initial placement of the new CE based DNA sequencer and Bio-Mek robotics solutions within life sciences key accounts.

Molecular Simulations/Accelrys

1995 – 1997

Senior Account Manager

Leading supplier of computational software for pharmaceutical research and development. Created and closed the company's largest deal for multi-year global contract at GSK.

Applied Biosystems/Perkin Elmer

1986 - 1992

Regional Business Manager, Senior Account Manager

Founding member of sales team of ABI, a leading supplier of research instrumentation and consumables for genomics and proteomics research. Partnered with J. Craig Venter to co-author and execute the ambitious 10 year commercial plan for the private Human Genome Project initiative. Created significant market share for ABI that provided long-term market leadership and corporate revenues, and acquisition. Sold hundreds of millions of dollars in products and services. Recipient of multiple awards for sales and managerial excellence from both ABI executives and business teams.

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Education

Shepherd University / Hunter Clinical Laboratories

Bachelor of Science in Medical Technology

Southern Illinois University

Masters in Business Administration (incomplete)

Massachusetts Institute of Technology, Sloan School of Management

AI in Healthcare Certificate

Board Certified Medical Technologist (ACSP)