



Technology Commercialization Group, LLC



©vege - fotolia.com

Interim Management and Strategic Transactions for International Life Science Companies

TCG: experienced, connected, proven success

Proven success and contacts. Not just “talk”.

TCG is a group of highly experienced life science executives, helping clients with their most difficult commercial challenges. At TCG, our “hands on” experience and our global network are our most important credentials. Everyone on our team is a seasoned professional with at least 25 years of experience in building and operating businesses in the US and international healthcare industry. We have no junior associates – our projects are conducted by our highly experienced team, connected to a worldwide network of experts.

TCG specializes in strategic transactions and interim management. We work exclusively in the life sciences, serving clients in medical device, pharmaceutical, biotech, diagnostic and other health care markets.

Founded in 1998, TCG is headquartered in the Research Triangle Park region of North Carolina in the US, and has an office in Heidelberg, Germany. We are much more than consultants – we have seen your situation before and know the best way to implement a plan to reach a successful outcome.

Our Service Offerings

TCG focuses on critical roles in Interim Management and Strategic Transactions.

► Interim Management

In today's fast moving business environment, with rapid product life cycles and intense merger and acquisition activity, growing organizations often find themselves in need of competent, ex-

perienced management for a specific purpose over a relatively short period of time.

TCG can help. We bring our years of management and commercial experience and “lessons learned” to your company’s challenges in your home market or overseas. We have led special commercial projects, managed entry into the US market and have run entire departments and businesses for our clients. Examples of our expertise can be seen in our case studies at www.tcgmedtech.com.

► Strategic Transactions

Life science companies are built upon successful strategic relationships and transactions to more quickly commercialize their products. A company’s growth often relies on in-licensing technology, identifying distributors in a foreign market, finding a development partner or selling non-core assets to raise cash.

The keys to a successful strategic transaction are identifying realistic objectives, locating the right potential partners, structuring and valuing the deal in a manner that meets the needs of both parties, and then, managing the negotiations to reach a successful outcome.

TCG can help, based on our extensive commercial transaction experience and a large network of global contacts in the life sciences and on Wall Street. We can rapidly identify the right partners and products as well as structure and negotiate a transaction or partnership to meet your business objectives, whether you are a mid-sized firm or large multi-national.



TCG brings the experience to plug into a new market and helps you achieve your goals in the most cost-effective manner. Our special strength is our tremendous network in the USA.

Our Industry Expertise

TCG works exclusively in the life sciences. We believe that the US and international markets offer great opportunities for innovative medical devices, pharmaceuticals, biotechnologies, diagnostics, and other related health care products.

► Medical Devices

In today's changing and global medical markets, health care providers and patients need compelling reasons to buy and use new medical devices. Market assessment and development through input from Key Opinion Leaders and specialty conferences are key, particularly in new territories. Reimbursement and health

outcome measures are more critical while product training and customer support must be superior. And, quite often, the road to quicker commercialization can involve a product launch in a market with the most favorable regulatory climate.

TCG can help in all these tasks. We have assisted US and European medical device companies as interim managers of key commercial projects and have led licensing, distribution and acquisition transactions to help these companies grow, as noted in our case studies.

► Pharmaceuticals/Biotech

Pharmaceutical and biotechnology companies compete in complex and high-risk market-

places. Success often depends on the right strategy, and increasingly on the right partnerships.

Early-stage and mid-size pharmaceutical and biotech companies must depend on licensing and partnerships as an effective path to quicker revenue and market success. The most effective strategic partnerships require the input of business development professionals with both commercialization and deal experience, plus a global network of pharmaceutical / biotech contacts. TCG immediately brings these critical factors to your team without delays in hiring.

In addition to strategic transactions, TCG provides sales, marketing and business development expertise to small and mid-sized pharma/biotech companies in key therapeutic areas to help enhance the performance of current products, or to assess new indications or markets. In these interim roles, TCG consultants have not only created successful strategies, but have implemented them as well.

► **Diagnostics**

As health care changes in the US and Europe proceed, having rapid and cost effective diagnostics is critical and provides excellent oppor-



TCG knows the pressures that healthcare companies face when needing to fill the pipeline or to find a commercial partner, because TCG works exclusively in the life sciences.

tunities in today's marketplace. Regulatory approval, product/procedure reimbursement, Key Opinion Leader (KOL) networks, LIS connectivity and efficient market launch must occur in a coordinated manner. All of these activities rely on the right strategy based on specific knowledge of the marketplace, and excellent execution.

For diagnostic products, TCG can help manage all aspects of market development and market entry, as well as ongoing product, marketing and sales management. With our worldwide network and deep understanding of the marketplace (including companion diagnostics for pharmaceuticals), we can not only locate and engage partners and distributors, but also can help your company build distribution channels and acquire complementary products or companies.

► **Other Healthcare Markets**

Medical technology and services can impact clinical outcomes, while lowering overall healthcare costs and improving ease-of-use for clinicians and patients. At the same time, changing regulatory and reimbursement requirements in today's global healthcare marketplace may require new approaches for clinical development and increase the need for detailed economic data. This means that companies have to rethink many traditional approaches and make sure that their products fit the new healthcare provider models.

TCG can help with our network of industry contacts to develop strategies that capitalize on your innovations while meeting the new customer's needs. TCG brings experience

Why Interim Management?

Management stability over time is usually a virtue. But, in today's fast moving business environment, with ever shortening product life cycles and intense merger and acquisition activity, growing organizations often find themselves in need of competent, experienced management for a specific purpose over a relatively short period of time. So they say "hello" to the new type of leader -- the interim manager. And, a few months later, when the job is complete, they can also say "good bye".

TCG executives have fulfilled such positions dozens of times. With their objective mindset they are able to work hand-in-hand with the Board and other key stakeholders in providing sound business judgment prior to and during the implementation of any plans. Finally, they are more than willing to "work themselves out of a job" and are fully prepared to step out of the assignment at the appropriate time.

across a wide array of life science products to the challenges you are facing today so we can think "outside the box". Whether you are thinking about new ways to monitor patients or connect to new clinical systems, we are able to help you develop strategies and implement them. Plus, we attend a dozen key industry meetings per year and interact with leading clinicians to keep up with the latest trends and we summarize our findings and opinions in useful White Papers at www.tcgmedtech.com.

Examples of TCG experience

Interim Management Projects

Medical Devices

- ▶ Positioned and led US launch for public EU company's dental products
- ▶ Managed US market entry for unique wound assessment system

Pharmaceuticals/Biotech

- ▶ Led US market development efforts for rare disease therapeutic
- ▶ Acting as VP, Business Development for EU CRO entering US market

Diagnostics

- ▶ Set up and managed US subsidiary of EU diagnostics company
- ▶ Serving as acting CEO for spin-out company with unique pulmonary diagnostic technology

Other Healthcare Markets

- ▶ Served as Interim COO for a Veterinary CRM company until acquired
- ▶ Led strategy, business development, sales, and marketing for US contract laboratory
- ▶ Evaluated US market and developed a launch plan for German audiology evaluation system

Recent Strategic Transactions

Medical Devices

- ▶ Sourced US distributors and negotiated distribution agreements for EU supplier of orthopedic products
- ▶ Found and assessed acquisition targets for global biomaterials firm

Pharmaceuticals/Biotech

- ▶ Developed US marketing options for mid-sized European pharma company
- ▶ Led partnering efforts for CNS drug, leading to company acquisition

Diagnostics

- ▶ In-licensing EU products/technologies for US based global diagnostics firm
- ▶ Identified and evaluated US licensees for EU business development initiative

Other Healthcare Markets

- ▶ Out-licensed German drug delivery technology platform to US partners
- ▶ M&A strategy and negotiation for global specialty chemicals company

The Team

TCG is a group of highly experienced executives, helping clients overcome commercial challenges. Each of the TCG team has operating business background in both small and large medical companies. With our offices in the Research Triangle Park, NC, and in Heidelberg, one of the medical hot spots in Germany, we can provide a global network of contacts.

Everyone on the TCG team is an experienced professional averaging 25+ years experience in building life science businesses. Our consultants are all former senior executives of global healthcare corporations, with significant experience in mid-size and start-up companies as well. When needed, we bring in the expertise of a network of international contacts built over the past.

We are much more than advisors. We bring many years of “lessons learned” that other consultants simply don’t have.



Dennis Burns

Mr. Burns has 30 years of management and market development and launch expertise at J&J, Closure Medical, Ortho Biotech and start-ups including several CEC firms entering the US.



John Icardi

Mr. Icardi has built 25+ years of successful experience working with small and large healthcare companies including various Bristol Myers Squibb (BMS) subsidiary businesses and physician organizations.



Reinhard Merz

Based in our European office, Dr. Merz has 20 years of experience in medical research, healthcare marketing and in e-business for Fortune 500, mid-sized and startup firms.



Kathy Meserve

Ms. Meserve has more than 20 years of business development, project & portfolio management and technical experience at Genentech, GSK, and several small and start-up life science-based companies.



Jan Turek

Mr. Turek has 30 years of global experience in general management, product and market development with pharma and biotech companies, including CEO of Biolex and key roles at Bayer in Germany and the US.



Kenneth West

Mr. West's background includes 25 years of market development and operations experience in medical devices, specialty materials, veterinary and information technology.



James Woodward

Mr. Woodward has been CEO and CFO in early-stage regenerative medicine, cardiovascular and healthcare service companies with expertise in financial direction, partnering and M&A.



[See website for full biosketches.](#)

Share Experience

On its website, TCG offers a number of recent White Papers that offer valuable market and industry insights which will help you succeed in the constantly changing US and European life sciences industries.

**Free download and subscription at
www.tcgmedtech.com**



Contact us

Technology Commercialization Group LLC
1009 Slater Road, Suite 450
Research Triangle Park, NC 27703
+ 1-919-941-0700 (North America)
+49-6221-27262 (Europe)
info@tcgmedtech.com
www.tcgmedtech.com

A screenshot of the TCG website homepage. The header features the TCG logo and a navigation menu with links like "Home", "About", "Services", "Events", "Contact", and "Log In". The main content area has a banner image of a handshake. To the left is a sidebar with "Menu" and "About TCG" sections. The central content includes a "Welcome to TCG" section, a "Our approach is different from other consulting firms" section, and a "Testimonials" section with a quote from a customer. On the right side, there's a "Contact Us" form and a "Newsletter Sign Up" section.