

# PONNI CARLIN

## BUSINESS DEVELOPMENT MANAGER

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## SUMMARY

Business Development professional with over 10 years of experience in STEM. Initially managed science products and later transitioned to managing projects more aligned with business and sales. Seeking to further Business Development career with an established company with an innovative portfolio of products/services

## EMPLOYMENT

2016 to Current	<b>Tessolve</b> · Business Development Manager · Saratoga, CA <ul style="list-style-type: none"><li>Spearheaded the design and implementation of the company wide brand and marketing strategy</li><li>Closed 4 major new acquisitions in my first year, bringing in over \$2,000,000 in revenue</li><li>Acquired the company's first embedded systems customer in the United States and received company-wide recognition</li><li>Create new solutions for existing services to cater to different market segments</li><li>Incorporated partner ecosystem building into business strategy to accelerate revenue growth and customer diversification</li><li>Trusted to work with executive leaders and the Board of Directors on development and revenue analysis</li><li>Ensure global sales and project management teams are aligned with strategic benchmarks</li><li>Actively collaborate with engineering team to improve the services portfolio and create customized solutions for existing and new clientele</li><li>Manage project management and brand initiatives (including creation of brand messaging for new service offerings)</li></ul>
2014 to 2016	<b>Business Development &amp; Strategy Analyst</b> · Saratoga, CA <ul style="list-style-type: none"><li>Created marketing collateral to successfully acquire new clients</li><li>Developed a joint business strategy for existing and potential clientele by partnering with a cross-functional team comprised of project management, sales/operations employees</li><li>Identified bottlenecks between sales, engineering and operations and developing tools to minimize conflict and standardize product offerings</li></ul>
2011 to 2014	<b>Biogen Idec</b> · Analyst II, Quality Control · Morrisville, NC <ul style="list-style-type: none"><li>Lead product writer on technical reports and protocols surrounding environmental monitoring. Concentrated on engendering new business development with corresponding literature</li><li>Edited and reviewed standard operating procedures and worked with both domestic and international sites on messaging via the harmonization of documents</li><li>Created quarterly/annual reports and engaged in trend analysis to seek out new opportunities for the company</li><li>Performed a range of tasks associated with product management which included but were not limited to: bioburden testing on facility, in-process and bulk samples for release; analytical testing on biological indicators; and bioburden qualifications on new products and growth promotion on raw materials</li></ul>
2007 to 2010	<b>ZeaChem</b> · Microbiologist · Menlo Park, CA <ul style="list-style-type: none"><li>As part of the Microbiology product management team, I maintained daily live bacterial cultures and executed experiments to adapt culture to various changes applicable to fermentation</li><li>Designed and performed toxicity studies; and implemented and improved ammonium and phosphate assays</li><li>Conducted experiments to make fermentation media composition more economically viable; researched ways to improve fermentation capabilities and developed and implemented plans to test usage of different initial substrates in fermentation</li><li>Delivered technical support at pilot plant in the maintenance of bacterial cultures and trouble-shooting at the seed train level</li></ul>

## RELATED EXPERIENCE

1998 to Current	<b>California Tamil Academy</b> · Teacher/Conference Coordinator · Saratoga, CA Teach the Tamil language and act as an advisor to the Academy on business strategy
2013 to 2013	<b>ILS GENOMICS</b> · Product Manager, Scientific Research · Morrisville, NC Product manager and developer of panels based on tumor type to pitch to companies for their clinical trials Researched CROs and competitors to determine the landscape of the genomic testing market Researched biomarkers based on 35 pharmaceutical company's oncology pipeline
2013 to 2013	<b>Metabolon</b> · Market Analyst · Morrisville, NC Product manager and associated project management market analysis research which included but was not limited to interviews with insurance companies and the reporting of market reports designed for circulation Wrote and edited final deliverable report and project summary
2010 to 2012	<b>Wake Tutors Tutoring</b> · Tutor Tutored students in STEM
2007 to 2010	<b>TeamUp Tutors</b> · Tutor STEM and English tutor to AP middle school students

## EDUCATION

2014	North Carolina State University MS Microbial Biotechnology
2007	University of California, Davis BS Microbiology
2017	Ecornell Johnson Business School Professional Certificate Marketing Strategy