

## CAREN KELMAN EDWARDS

5031 Pacific Village Drive  
Carpinteria, CA 93013

Mobile: [REDACTED]

### PROFILE

Seasoned executive experienced in biopharmaceutical, software, medical device and healthcare industries. Specialized business focus, including publications and seminar presentations, on opportunities at the intersection of IT and the Biosciences. Specific expertise in strategic planning, business development and marketing management. Significant experience creating partnerships and developing product launches including; a multimillion-dollar corporate partnership and the worldwide product launch and on-going marketing responsibility for a \$160 million computer product business. Demonstrated ability working with early stage companies.

### PROFESSIONAL EXPERIENCE

**BIOCOMPUTING ASSOCIATES** Nationwide engagements Current  
1986-2006

*Principal Consultant* Create business strategies and analyze new business opportunities, provide M&A and investment due diligence, execute business development and partnering activities, perform market research and marketing plans for emerging companies, large corporations and venture investors. Speaker and co-founder of The Biotech Conference at Laguna Niguel.

Clients list includes: Pfizer, Pharmacia, Salick Healthcare, IBM Almaden Research, 3M, Apple Computer, Microsoft, Autodesk, Xerox, AMOCO Technologies, National Center for Computing Applications, 12 Venture Capital investors. *For expanded client list see attachment which follows.*

**POWER OF MINUS 9 CORPORATION** Santa Barbara, CA 2007-2008

*CEO and Cofounder* Commercialized nanoscale simulation and design software developed at UCSB. Negotiated exclusive license to NVIDIA Corp.

**POLY5 GROUP** Santa Barbara, CA 2006-2007

*VP Business Development* for orthopedic medical devices company. Recruited and collaborated with physicians on: clinical trials, product design, and medical advisory board.

**BIOCOMPUTING ASSOCIATES** Nationwide engagements 1986-2006

*Principal Consultant*, Strategic Consulting (see above and attachment)

**CUSTOM SOLUTIONS, INC.** Mountain View, CA 1985-1987

*VP Marketing and Cofounder* Created "Go to Market Plan" that secured venture financing and launched this vertical market software company. Responsible for product management, documentation, marketing communications and telemarketing. Company sold to competitor.

**AT&T/DIGITAL RESEARCH** Pacific Grove and Palo Alto CA

1983-1985

**Marketing Director, UNIX Library** Created UNIX software publishing business. Contracted publishing partnerships for 20 software products. Responsible for marketing communications product marketing, documentation, quality assurance and technical support, staff.

**Retail Library Manager** Contracted with vendors to create a software publishing business for PC software. Directed the marketing and support programs for over 500 software vendors.

**HEWLETT-PACKARD CORPORATION** Cupertino, CA

1979-1983

**Marketing Manager** Managed software product acquisition group of 4 product managers. Acquired and marketed software products from 6 companies. Identified potential partners, structured relationships and negotiated contracts. Responsible for on-going partnerships, marketing, pricing, forecasting.

**Product Manager** Created "Go to Market Plan" for HP 125 Personal Computer. Responsible for all marketing programs HP'S first personal computer, which generated over \$160 million in revenue. Introduced product to European market, trained the European sales force in 5 countries, and sold to key corporate accounts. Produced HP 125 sales videotape which won the Bronze award in the 1981 New York International Film and Video Competition

### EDUCATION

- MIT Sloan School of Management, MS in Management Boston, MA
- Johns Hopkins University Department of Biophysics, Baltimore, MD  
Graduate student and Teaching Assistant
- Johns Hopkins University, BS in Natural Sciences Baltimore, MD
- American Chemical Society Washington, DC  
Certificate in computational chemistry and molecular modeling

### PUBLICATIONS

- Contributing science journalist to: **Genetic Engineering News, I/O Publishing, BioVenture View Publishing**
- Recent Articles in **Genetic Engineering News: Systems Biology Draws on In Silico Methods**, and **Personalized Medicine: the Promise of Pharmacogenetics**.

### INTERESTS

Ocean sailing. U.S. Coast Guard 100 Ton Commercial Masters License.  
Officer in the Merchant Marines

US Coast Guard Emergency Medical Training: Coast Guard requirement for Ship's Chief Medical Officer

## BioComputing Associates Selected Projects

**Pfizer:** Analyzed and advised on the selection and acquisition of a molecular modeling software company. Engaged by acquisition team.

**Price Waterhouse Technology Center:** Created and delivered seminar presentation on Rational Drug Design and the potential cost savings for the pharmaceutical Industry. Engaged by Director.

**Pharmacia Corporation:** Evaluated improving drug development timelines through the use of molecular modeling software in identifying lead compounds. Engaged by Director Business Development

**Amoco Technologies:** Identified opportunities for computer based imaging technologies in the Biosciences industry. Engaged by VP of Emerging Technologies

**National Center for Supercomputing Applications:** Identified opportunities for applying computational methods to molecular recognition, protein engineering, and genome sequencing. Engaged by Director of the NCSA.

**Apple Computer:** Created Strategic Plan for Scientific Markets and supported key pharmaceutical and chemical industry partners. Conducted primary market research with physicians on the requirements for mobile technology in hospital care and office practice. Developed Vertical Market Strategy for Apple Developers. Analyzed operating system market share/ and strategy. Engaged by: VP Technology, VP Corp Strategy, VP Marketing Handheld

**3M Corporation:** Developed 5-year strategic plan for the Visual Systems Division, identified acquisition candidates, facilitated partnerships/negotiations, developed business model. Leveraged meeting Management Institute resources and strategy. Engaged by Division Vice President.

**IBM Almaden Research Center:** Analyzed commercial opportunities for research projects in the chemistry market and recommended specific investments. Engaged by Director of Research at IBM Almaden, currently Director of Research for IBM Corporation.

**Pointe Conception Medical:** Business development consulting to early stage company creating innovative endoscopic video system. Managed contract with major OEM/strategic Partner. Engaged by President.

**Microsoft Corporation:** Analyzed sales and pricing model for Microsoft Office. Partnered with Bud Hyler, Logical Marketing, Engaged by VP of Marketing.

**Xerox Corporation:** Developed product positioning for multifunction fax device. Engaged by Division VP.

**JobAps Inc.** Strategic advisor to the CEO of this SAAS Web based Public Sector Software Company. Evaluated opportunities for investment and acquisition.

**Palm One:** Developed strategy for president of this operating system spin-off of Palm Computing. Engaged by President.

**Federal Reserve Technology Center:** Developed overview and opportunity analysis of image processing and digital check processing technologies. Engaged by the Director of Research, Federal Reserve Technology Center.

**Progenix:** Analyzed and selected a hardware platform for image-based analysis of electrophoresis data. Engaged by Marketing VP.

**Oxford Molecular:** Strategic Advisor to the President of this molecular biology software company.

### **Venture Capital Clients**

Provided technical and market due diligence in addition to interim management for portfolio companies. Reviewed business plans, analyzed technology, business models, and researched markets. Specifically analyzed healthcare and medical device investment opportunities requiring due diligence with physicians

Asset Management  
Dougery Wilder & Howard  
Fairfield Venture Partners  
Greylock Management  
Hancock Venture Partners

Institutional Venture Partners  
Kleiner Perkins Caulfield & Byers  
Marathon Venture Partners  
Mayfield Fund  
Jasper Capital

