

MARKET STRATEGY & INNOVATION EXPERT

- ✓ **Focus:** bridging the gap between research innovation and policy, and global markets
- ✓ **Methods:** 'The Market Ready Methodology', using market research and actionable strategy to guide innovation from idea to market
- ✓ **Goal:** to make market research and the new product development process a part of European research and innovation culture

Market Ready Methodology: The core system for innovation management

- ! **Ideation:** Positioning the idea toward a profitable goal
- ↓ **Go / No-Go:** Determining IP strength
- ↓ **Macro Market Analysis:** Determining growth, maximum market size, drivers, key companies, and regulation
- ↓ **Application Analysis:** Understanding the specific applications, technical specifications, supply chain, and costs
- ↓ **Market Strategy:** Formulating a business plan, defining profit potential, and finding specific end-users
- € **Funding / Go-To Market:** Guided marketing materials and formulation of a sales strategy

INNOVATION & STRATEGY CONSULTING – Brussels, Belgium January 2015- Present

Market & Economic – Research, Analysis, & Strategy

Market Data Collection– Collection of secondary sourced data such as patents, supply chains, estimated production/distribution volumes and capacity, products, corporate financial performance, macroeconomic and census indicators as well as primary sources including interviews with top executives, researchers, and/or decision makers

Qualitative and Quantitative Analysis – normalizing collected quantitative and qualitative data to extrapolate market and economic impact, growth, and size as well as map the supply and value chain of the subject

Strategy– using collected data and analysis to form recommended market entry and/or policy strategies

Products / Services

- **Market Sizing & Forecasting:** Building quantitative data to determine worth including market size and growth percentages, threshold pricing for profit, and return on investment
- **Reports:** Conducting reports for market research agencies, confidential reports for organizations, and reports used for strategic decision making
- **Due Diligence, Vetting, & Feasibility Studies:** First stage market reconnaissance and go/no go analysis
- **Market Entry Road-Mapping:** Market segmentation and application identification, threat assessment (competitive / substitute technology) and opportunity assessment (partner / complimentary technology)
- **Business Planning & Strategy:** Strategic assessments for organizations in market entry including market forecasting, marketing, and business development
- **Training / Coaching:** Workshops and presentations on the use of market research in the new product development process
- **Expert Partner on EC Funded Grants and Tenders:** Commercialization, exploitation, and market expert on projects

Consulting Experience

Note: Does not include confidential clients, thus experience listed is non exhaustive

European Commission: Horizon & EIC Projects

Exploitation / Commercialization- Market Research and Strategy Expert Partner

- Exploitation / Market Strategy / Business Planning
- Reports quantifying value, volume, and growth of project IP

Dates		Partner	Project	Action / Topic
October 2022	October 2025	Self	BioMeld A Modular Framework for Designing & Producing Biohybrid Machines	HORIZON-RIA HORIZON-CL4-2021-DIGITAL-EMERGING-01-27
September 2020	March 2022	Madisi Ltd.	PACE Platform for Rapid Development of Personalized Nanomedicine Drug Delivery Systems	FET Innovation Launchpad FETOPEN-03-2018-2019-2020

European Commission: Coaching Expert

Horizon 2020 SME Instrument, Business Coaching

Expert coach working on behalf of the European Commission's SME Instrument and EIC programs; topics include:

- Market research methods
- Market data management
- Market strategy

Date	Organization Type (<i>Clients Confidential</i>)	Place
March 2020	Sports medicine device company	Dublin, Ireland
November 2019	Medical diagnostic materials company	Stockholm, Sweden
October 2019	Laboratory genomic experiment/research device company	Copenhagen, Denmark

MCST (Malta Council for Science and Technology)

Approved Service Provider

Through a team in Europe and the US we have provided the following for the MCST FUSION voucher program:

- Market research and product development costing
- Economic impact assessment and risk profiles

Date	Report Type	Client	Project Acronym & Title
May 2022	Market Research, Product Development Costing, Economic Impact, & Risk Assessment	Universal Import & Export Ltd.	LIQUISORB Liquid and Odour Control in Domestic Organic Waste Disposal Using Absorbent Materials
August 2020	Economic Impact Assessment & Risk Profile	University of Malta	TKR-R&D Total Knee Replacement- Replacement Disruptor
May 2020	Market Research & Product Development Costing		
January 2020	Economic Impact Assessment & Risk Profile	University of Malta	IOT4UTC An Internet of Things Solution for Urban Traffic Control
September 2019	Market Research & Product Development Costing		

Lance Leverette

July 2019	Economic Impact Assessment & Risk Profile	University of Malta	ADACE3 Automated Document Analysis and Classification for Enhanced Enterprise Efficiency
February 2019	Market Research & Product Development Costing		
November 2018	Economic Impact Assessment & Risk Profile	University of Malta	5ACO3D PRINTER Innovative 5-Axis Co-Extrusion 3D Printer
August 2018	Market Research & Product Development Costing		
May 2018	Economic Impact Assessment & Risk Profile	University of Malta	SUDA An Environmentally-Friendly Decontamination System for Water Based Adhesive Manufacturing Plants

Training & Presentations

Training- Commercialization, Market Research, New Product Development, & Market Strategy

Date	Client	Place
November 2021	NGI4ALL – (Next Generation Internet), EC Funded Project <i>TETRA Scale-Up Bootcamp #2</i>	Online Event
November 2020	Leitat - Technological Center <i>Online course due to Covid-19</i>	Barcelona, Spain
November 2019	RWTH Aachen University <i>Rheinisch-Westfälische Technische Hochschule Aachen</i>	Aachen, Germany
April 2019	Modern Education and Research Institute <i>Webinar for audiences in Russia and Kazakhstan</i>	Brussels, Belgium
February 2018	London Higher <i>Association representing ~50 universities and higher education colleges in London</i>	London, UK
February 2018	Graz University of Technology	Graz, Austria
September 2017	Linnaeus University	Växjö, Sweden
September 2017	Chalmers University of Technology	Göteborg, Sweden

Conference Presentations

Date	Venue	Title	Place
December 2019	SmartCity360	The Divide between Innovation and Implementation: Why does the 'Valley of Death' claim so many great ideas?	Braga, Portugal
April 2019	European Commission <i>FET Info Day 2019</i>	The Market Ready Methodology	Brussels, Belgium
April 2018	EARMA Annual Conference <i>European Association of Research Managers and Administrators</i>	Maximizing Partners for Commercial Success	Brussels, Belgium
April 2017	EARMA Annual Conference <i>European Association of Research Managers and Administrators</i>	Bumpy road from idea to market in H2020 proposals: US perspective	Valletta, Malta
December 2016	BWMTech <i>Conference on ship ballast water management</i>	Market Modelling: Forecasting the Market Response to Ratification	London, UK
November 2016	SmartCity360	Using Data- Forecasting, New Product Development, Strategy: Problems and Solutions	Bratislava, Slovakia
July 2015	3rd International Conference on Sustainable Solid Waste Management	Market research for use in commercialization and development of new technologies in the waste and wastewater sector	Tinos, Greece

Market Research Reports & Publications

Market Research Reports

Date	Title	Publisher
September 2017	The Future of Conductive Plastics to 2027	Smithers Rapra
June 2017	The Future of Surfactants to 2022 (co-author)	Smithers Apex
May 2017	Controlled-release Technologies: Established and Emerging Markets	BCC Research
August 2016	Ballast Water Treatment: Technologies and Global Markets	BCC Research
March 2016	Electrophoresis Technology: Global Markets	BCC Research
January 2016	The Global Market for Membrane Microfiltration	BCC Research
June 2015	Membrane Bioreactors: Global Markets	BCC Research
July 2013	The Global Market for Membrane Microfiltration	BCC Research

Academic Journals

Date	Title	Publication
December 2016	Membrane bioreactors – A review on recent developments in energy reduction, fouling control, novel configurations, LCA and market prospects (co-author)	Journal of Membrane Science

Corporate Experience

A.J. OSTER (Wieland Metal Services) - Warwick, Rhode Island, US July 2013- January 2015
Metal Strip, Plate, & Foil Processing & Distribution

Marketing Analyst: Divisional market analyst, prepared sales and market data for the purpose of streamlining a market strategy for shareholders, as well as to assess performance to market conditions, invest geographically, and align with new customers/markets

- Led part number standardization campaign across divisions
- Forecasting
- Data normalization

BARNES AEROSPACE - Windsor, Connecticut, US January 2012- April 2012
Aerospace Engine & Airframe Part Machining

Business Development Analyst: Set up a sales reporting system in Oracle CRM. System set-up to compare internal performance to the market

ZEUS INDUSTRIAL PRODUCTS – Orangeburg, South Carolina, US December 2008- January 2012
Advanced Polymer R&D, Extrusion, Membranes, & Nanofibers

Market Analyst: Conducted strategic analysis, opportunity assessments, and market entry maps for tubing, hose, fiber, membrane, and nanofiber products in the automotive, aerospace, industrial, defense, and medical markets

- Filtrig - Led the new PTFE nanofiber domestic industrial market efforts from concept to commercialization by developing a market entry strategy, identification of market channels and a staged methodology of application development
- Analysis and research empowered decisions from the rationalization of a division to whether IP should be licensed

UPS (UNITED PARCEL SERVICE) - Atlanta, Georgia, US January 2008– June 2008
Automotive and Industrial Manufacturing Logistics

Market Analyst: Handled research on automotive industry (OEMs, Tier 1 suppliers), industrial manufacturing industry (agricultural and construction machinery, component and raw material manufacturers), and competitive logistics companies, as well as market sizing

- Developed strategic plan layout by matching the customer supply chain to UPS' service offerings
- Helped to find opportunities that fit UPS' current strategy within the segment
- Developed presentations that condensed research and analysis for the formulation of a strategy

SUPPLIERBUSINESS (IHS) - Stamford, Lincolnshire, England, UK November 2006- April 2007
Automotive Purchasing, Manufacturing, & Logistics Strategy Reports & News Publisher

Automotive Purchasing Strategy Analyst: Researched and analyzed automotive OEM and Tier 1 supplier strategies & conducted interviews with senior automotive executives

Education

UNIVERSITY OF EDINBURGH-MANAGEMENT SCHOOL- Edinburgh, Scotland, UK November 2006

MBA (Master of Business Administration)

- **Consultancy Project:** sportscotland – Market positioning for 2012 Olympic Games

KENNESAW STATE UNIVERSITY- Kennesaw, Georgia, US December 2002

BA (Bachelor of Arts) Major: International Affairs / Concentration: Business

- **Internship:** Consulate General of Canada (May – August 2002)