

Daniel Segal

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Qualifications

Medical Device and Cell Therapy Industry professional with a proven track of achieving top and bottom-line results. Expertise in building and managing domestic and international sales and marketing through direct and distributor channels. Experienced in selling products into O.R., hospital, laboratory, and point of care call points. Experienced working in start-ups and Fortune 500 companies. Proven effective in building marketing teams, product development, and launching new products, services, and programs. Strategic business planning, sales and marketing planning, compensation and budget planning. Collaborative leadership style combines exceptional communication, problem solving and decision-making skills with strategic vision, common sense and the ability to execute.

Career Profile & Professional Contributions

Cell Therapy Group

8/09-present

Cell Therapy Group (CTG) provides consulting services for the commercial side of the cell therapy and regenerative medicine sector

Director Stem Cell & Medical Device Business: Specializing in business planning, market and opportunity analysis, technology assessment, market research, product launch, business development, sales and marketing planning and execution for the medical device and stem cell industries.

HealthBanks Biotech USA, Inc (dba: PacifiCord). Irvine, CA

4/08-8/09

Privately held biotechnology start-up, developing OB relationships and contracting directly with expectant parents for collection and processing of their newborn's umbilical cord blood stem cells.

President /CEO - PacifiCord (4/08-7/09)

Key Contributions: Established the first US based operation for Taiwan owned stem cell banking business. Oversaw entire project from build out to commercial launch. Developed organization structure and hired functional managers and medical director and successfully led process for California Biologics Licensure. Wrote the company's 3-year business plan. Developed company's vision and positioning and deployed dual prong sales & marketing effort: direct to OB & other healthcare professionals and direct to consumer. Executed launch of sales and marketing campaigns resulting in a steadily growing revenue stream from initial month of launch. Developed Ad & PR agency relationships.

Thermogenesis Corp., Rancho Cordova, California

4/97-4/08

Designs, develops and markets innovative cryogenic and other technologies used for the processing of blood components, stem cells, fibrin sealants, platelet gels, and topical thrombin from human plasma.

Key Contributions: Grew company's revenue in Cell Therapy business segment from 0-15 million. Hired, developed, and led direct sales, and management personnel within sales & marketing. Built a high performing international network of distributors selling sophisticated capital equipment and disposables. Established company's first functioning marketing department including marketing management, product management and marketing communications functions. Led product development and launch of business into Regenerative Medicine arena for orthopedic, PAD, and CV applications of stem cells.

Positions Held:

VP Emerging Stem Cell Therapy (7/2007 to 4/2008) Strategic Business Development. Responsible for identifying and acting on research & clinical trials collaborations, new products, joint ventures, M&A, and strategic partnerships.

VP Sales & Marketing Cell Therapy (2/2007 to 7/2007) Led new Cell Therapy SBU. Managed worldwide sales through direct and indirect channels.

Business Development Consultant/Manager N. America (9/2004-2/2007) Thermogenesis/GE Healthcare Cell Technologies: Led business development and sales in N. America for the BioArchive Platform products. Transitioned from consulting role with Thermogenesis to Business Development position in new business group within GEHC.

VP Sales & Marketing (8/2000- 9/2004): Provide global leadership to sales and marketing department.

Director of Sales & Marketing (4/1997 to 8/2000): Responsible for worldwide sales & marketing for Blood Bank products and surgical products.

HemaSure, Marlborough, Massachusetts**1995-1997**

Start-up Company that develops and markets advanced blood filtration & pathogen inactivation products for use in blood centers and hospitals.

Regional Account Manager Western United States: Responsible for marketing and selling of HemaSure products to Regional Blood Center and Hospital accounts in the Western US. Responsibilities included establishing new accounts and building relationships with thought leaders within the region, identifying and developing distribution channels.

Key Contributions: First sales person hired by VP of sales to launch a new product from a new company into a market dominated by Baxter & Pall Medical. Executed successful sales launch into the American Red Cross, the industry's largest customer and represents 50% of the market.

Guidant (Origin Medsystems), Mountain View, California**1993-1995**

Company developed and marketed advanced surgical devices for Minimal Invasive Surgical procedures.

Territory Manager San Francisco and No. California: Responsible for direct and distributor sales of specialty laparoscopic devices. Primary focus on general and gynecological surgery. Heavy O.R. experience

Key Contributions: Grew disposable business in new territory from 0 to 40K/per month in first year by successfully executing Company's value added strategy and penetrated laparoscopic disposable device market in territory dominated by US Surgical and Ethicon. Provided medical professionals with practice enhancement services to help grow their practices and developed Company's first Center of Excellence within California. Identified and engaged a local distribution partner, creating a hybrid sales effort which contributed to overall sales growth.

Applied Medical, Laguna Hills, California**1991- 1993**

Develops and markets specialty surgical devices for laparoscopic, vascular, and urological applications.

Territory Manager /Northern California (Bay Area and Valley): Responsible for selling products in urology, vascular, and laparoscopic specialties, calling on surgeon, hospital and distributor accounts. Heavy O.R. experience.

Key Contributions: Grew disposable business from <10/mo to >40K/mo in expansion territory with products from a new company employing the company's value strategy into an undeveloped territory dominated by Baxter and US Surgical.

Stryker Instrument, Kalamazoo, Michigan**1989-1991**

Manufacturer of orthopedic instruments, devices and implants

Sales Representative for Sacramento/No. California: Responsible for introducing new orthopedic and blood reinfusion products to surgeon, hospital, and dealer accounts. Heavy O.R. experience

Key Contributions: Successfully grew business in expansion territory from 400K to 900K per year following the split of the product line between endoscopy and surgical instruments.

Professional Presentations

"Cord Blood Transplantation—Maximizing cell viability." ISCT Somatic Meeting - GE Healthcare Corporate Sponsored Symposium. Bethesda MD, September 2007.

"Current Status of Cord Blood Banking Worldwide." Symposium of Umbilical Cord Blood Transplantation. Qingdao, China, June 2002.

"cGTP and Cord Blood Banking." Department of Transfusion Medicine Symposium. Harbin, China, February 2001.

"Emerging cGMP issues related to Cord Blood Banking." Society of Seoul Clinical Pathologists bi-annual mtg. Seoul, Korea, Aug 2000.

Education

Sonoma State College: B.A. Business Management (Minor Economics)