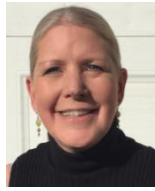


Areas of Expertise



Issues Management | Curriculum Design
Facilitation | Collaboration | Advocacy
Commercialization - Marketing | Sales

Industries

Pharmaceutical, Biotech, Healthcare, Chemicals, Defense, Energy, Telecommunications, Manufacturing, Environmental, Scientific Research and Non-for-Profit

Positions Held

Founder, Managing Director, Alchemy365network
 Communications Strategy firm creating congruent articulation of an organization's vision, products and services via expanding spheres of influence.

Co-Founder | Facilitator, Freedom and Honor.org
 Training organization whose mission is to assist Veterans transition from combat to civilian life.

Director Education | Outreach, Hemispherx Biopharma
 Government & Regulatory affairs, physician and patient advocacy as well as marketing support in oncology, infectious disease and neuro-immune disorders

Director Communications, Arco Chemical
 Communications strategy for 50 products in Fuels, Specialty Chemicals, BDO & Derivatives and Plastics

Education | Certifications

- Expert in Paradigm Shift and Risk Communications
- Certified in Trauma Resiliency, BodyTalk Access® and Accunet® healing modalities
- Drexel University, Publication Management Graduate Courses
- Shippensburg University, BA Communications Journalism

Research

- Phase III Clinical Trial Design; focus FDA requirement on Patient Reported Outcome
- Collaborative study with American Institutes for Research to evaluate Freedom Honor program using NIH PROMIS Instrument®
- National site selection and patient recruitment for open label treatment trial.

Speaking Engagements

- Combat Stress Conference – Experiential Training as method for Veteran transition and PTSD reduction
- ASQ – Environmental Sustainability as a platform for team building
- Pentagon – Using paradigm shift and leadership models for Veterans dealing with PTSD

Personal Brand | Experiences and Successes

1 of 2

Communications Strategist – Capitalize on market issues; Identify and create expanded pathways for recognition and growth

Core Value: I promote mutual understanding and engagement between stakeholders within business and not-for-profit organizations.

Issues Management | Curriculum Design

- Crisis Management – Arco Chemical, Navigated MTBE fuel additive crisis impacting 37 million American. \$40 million budget. Coordinated multiple crisis firms, health science experts, news media, regulatory agencies and consumer education. Protected \$70 million in annual profit; 7 year horizon. One half billion total profits for Arco shareholders.
- Lead advocacy effort with physician experts and patients; engaged Head of FDA. Result: achieved priority review of only treatment for a neuro-immune disorder; previously buried under five separate review divisions.
- Designed experimental training program utilizing paradigm shift and bioenergetics to address Veteran PTSD reintegration issues. Assisted 8,000+ veterans across the US.

Facilitation | Collaboration | Advocacy

- Created regulatory case ; met with FDA to provide clinical evidence of Quality of Life criteria: Result: Established critical measures to facilitate drug development for disease impacting 1 million Americans.
- Chair of TechTrends – four state science and technology conference including all top federal R&D funding agencies, 41 members of Congress and 300 exhibitors.
- Engaged members of the National Governors Association on policy failure of absence of new opioid addiction treatments. Result: State health officials embraced treatments as part of state programs.
- Raised \$9 million in government funding; fueling the development of advanced science and technology products including OLEDs, Fire Lidar and RF energy harvesting.
- Empowered 21 PhD toxicologists to educate regulatory bodies in assessing cancer risk; efforts resulted in halting regional and local efforts to shut down part of Clean Air Act.
- Headed Habitat for Humanity build-a-thon in Philadelphia; organized news media and the engagement of 600+ volunteers; raising \$400k in sponsorship.

Commercialization – Marketing | Sales

- Led business development – immuno-oncology, vaccines and immune disorders targeting leading pharmaceutical organizations. Market Value: \$1Billion.
- Launched and commercialized MPDIOL®, a chemical byproduct. Year One – sold 400 million pound inventory; monetized 'previous waste stream' adding \$12 million to bottom line.
- Public Relations Campaign; 700+ articles nationwide. Focus: eradication of airborne infections in hospitals and food processing. Result: BBJ Environmental achieved number one product in industry.

The Science of Engagement

Alchemy365network

INSIGHT

Who are you talking to?

Alchemy365network will help you . . .

- Examine your global landscape; identify stakeholders
- Understand stakeholders motivations
- Establish mutual spaces for collaboration



RECOGNITION

Who are you and what can you deliver?

Alchemy365network will help you . . .

- Distinguish critical pivot points
- Create a congruent articulation of vision, products & services
- Execute a fluid learning experience for all of your stakeholders

ENGAGEMENT

Are you influencing the marketplace?

Alchemy365network will help you . . .

- Expand your sphere of influence
- Utilize stakeholder channels
- Establish new ventures and collaborations



Workable - Measurable - Impactful