

JAMIE ROSE KUHAR, PH.D.

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Summary

Driven global product manager with a passion for commercializing technology in the life science industry. Experienced in market analysis, product launch, product marketing, application development, and strategic portfolio planning. Demonstrated ability to manage multiple projects, partners, and team members effectively in dynamic environments. Thrive at the interface of science and business with a results-oriented approach.

Professional Experience

NanoString Technologies, Seattle, WA

9/2015-Present

Product Manager

- Manage global development and commercialization of NanoString's 3D Biology product portfolio, including consumables, services, and software
- Launched 10 new products and services to promote growth of novel product category and provide the Whole Product Solution to customers, increasing revenue 82% YoY
- Train sales managers to highlight key product features to technical audiences, resulting in 30% of instrument sales influenced by 3D Biology Technology
- Develop comprehensive product marketing plans and materials, including white papers, product bulletins, tech notes, application notes, website content, webinar and blog series, training videos, and customer case studies
- Established framework for core and adjacent market analysis to inform product roadmap strategy, including oncology, immuno-oncology, immunology, and neurobiology
- Led 4 early access programs with 5-20 sites each to guide technical development and refine Voice of Customer research
- Engage Key Opinion Leaders in diverse scientific fields to identify novel product applications, iterate on product concepts, and generate data to support promotion of the product
- Defined and implemented new shipping and labeling strategy, customer facing product protocol structure, and CRM tracking to support 3D Biology
- Awarded "Above and Beyond" 2016 by commercial organization

Coulter Translational Research Partnership Program, Seattle, WA

1/2015-9/2015

Market Analyst

- Evaluated the market potential for submitted grant proposals to inform Coulter funding decisions
- Managed funded teams and oversaw go-to-market strategies through development of strategic business plans, continued market and technology assessment, and potential licensee analysis

CoMotion (Formerly C4C), Seattle, WA

7/2013-12/2014

Technology Licensing Fellow

- Analyzed commercial potential of technologies disclosed to CoMotion and presented findings through 50+ weekly written reports, which influenced next steps taken by the inventor and the University of Washington (UW)
- Performed IP landscape analysis to aid technology transfer strategy

Science and Engineering Business Association (SEBA), Seattle, WA 9/2012-9/2015
President; VP Relations

- Coordinated events and volunteer opportunities to teach business skills to science and engineering students (e.g. SEBA Career Fair [\$100,000 annual revenue] and the Foster Business Plan Competition)
- Promoted and developed relationships between SEBA and the Seattle business community
- Managed 9-person officer team and non-profit activities with \$90,000 annual budget
- Increased revenue 22% as President

Adjuvant Partners, Washington, DC 5/2007-8/2007
Research Analyst

- Contributed to Adjuvant's core strategic consulting practice by updating its revenue-generating database of worldwide life science companies
- Produced market reports for Adjuvant's CEO focused on a bioagriculture anti-frost drug through independent market research

Additional Experience

Program Committee, Life Science Washington, Seattle, WA 9/2015-Present

Life Science Strategy Project, Washington State Dept. of Commerce, Seattle, WA 9/2014-9/2015

Commercialization Committee, Life Science Washington, Seattle, WA 9/2014-9/2015

Steering Committee, Life Science Innovation Northwest, Seattle, WA 9/2014-7/2015

Executive Committee, UW Molecular Medicine Program, Seattle, WA 5/2012-3/2014

Committee Chair; External Relations; Marketing Director, UW Bioscience Careers 6/2011-6/2014

Research Specialist, Dept. of Pharmacology, Emory University, Atlanta, GA 6/2009-8/2010

Research Assistant, Yerkes National Primate Research Center, Atlanta, GA 5/2008-8/2008

Education

University of Washington, Seattle, WA 9/2010-8/2015

Ph.D., Pharmacology

- *Dissertation Topic - Mechanisms of Opioid Receptor Desensitization*; Utilized murine and cell culture models, molecular biology, and mass spectrometry to investigate opioid receptor signaling and inform design of novel pain medications with reduced side effects
- Mentored and trained 5 undergraduate and post-baccalaureate students in the laboratory
- Managed collaborative projects among 5 scientists from 3 laboratories
- Published 6 peer-reviewed articles

Molecular Medicine Certificate

- Coursework to address crosstalk between life science industry and physicians plus physician shadowing
- 2015 HHMI/UW Molecular Medicine Scholar

Technology Entrepreneurship Certificate, Foster School of Business

- MBA coursework in finance, marketing, strategy, and life science commercialization

Emory University, Atlanta, GA 9/2005-5/2009

Bachelor of Science: Neuroscience and Behavioral Biology; Minor: Japanese

Kansai Gaidai University, Osaka, Japan

8/2007-12/2007

Study Abroad Program, Japanese Studies