

GC3 Strategy Management Team



Richard S. Serbin, Chairman

Richard Serbin has six decades of experience in healthcare, initially as a registered pharmacist, then as an attorney and patent attorney for Schering-Plough. In the late 1970s, Mr. Serbin was the Chief FDA counsel at Revlon and Johnson & Johnson. In the 1980s, Mr. Serbin started several companies including Medication Services, Inc. and Advanced Therapeutics Communications where he was President and Chief Executive Officer. In the 1990s, Mr. Serbin was a C-level executive at Lifetime Corporation, Oxford Delta Research (sold to Sandler Communications) and a co-founder of Bio-Imaging Technologies, Inc. (IPO). Since 2000, Mr. Serbin was President at Bradley Pharmaceuticals, Optigenex Inc. and is currently the founder and CEO of Seaweed Bio-Technology, Inc.

Mr. Serbin started and sold Physician World Communications (to Pearson Plc), Radius Scientific (to Pearson Plc), TM Communications (to Pearson Plc), Professional Postgraduate Services (to Pearson Plc) and Healthstar Communications (to Harvard Investment Group).

Mr. Serbin is a member of the New Jersey Bar Association, the American Bar Association, the New Jersey Pharmaceutical Association, the American Pharmaceutical Association, the Food and Drug Institute, Chaired the New Jersey Bar Association Food and Drug Law Committee, Roseland Board of Public Health and a Trustee of Mountainside Hospital.

Mr. Serbin was an Adjunct Professor of Pharmaceutical Law at Rutgers College of Pharmacy, an Adjunct Professor of Food and Drug Law at Seton Hall Law School and is a frequent lecturer on issues relating to Food and Drug Law.

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Merritt T. Cooke, Chief Executive Officer



Terry Cooke is the founder of the China Partnership of Greater Philadelphia, a 501(c)3 non-profit platform fostering collaboration between the U.S. Mid-Atlantic and China in energy efficiency and clean energy technologies. He teaches a masters-level course on Sub-National Leadership in the International Masters of Public Administration program of Fox Leadership International at the University of Pennsylvania.

In 2010, Terry was a 2010 Public Policy Scholar with the Woodrow Wilson Center in Washington D.C., and his book Sustaining U.S.-China Cooperation in Clean Energy was subsequently published by the Wilson Center in September 2012. Terry regularly speaks at corporate/investor events such as The BusinessWeek Global Green Business Summit China and contributes to the Foreign Policy Research Institute, the Brookings Institution, China Brief, etc. From 2006 - 2008, Terry served as Director for Asian Corporate Partnership at the World Economic Forum, host of the Davos Annual Meeting and the 'Summer Davos' in China. In 2003, Terry retired with the rank of Counselor as a career-member of the U.S. Senior Foreign Commercial Service. During his 15-year career, Terry was the U.S. Government's senior commercial officer in Taipei and Berlin, deputy senior commercial officer in Tokyo and commercial officer in Shanghai. In 2002, Terry founded GC3 Strategy Inc., a specialty firm providing advisory services for U.S.-based tech firms building cross-border energy and environmental partnerships in Taiwan, China & Japan. Terry received his Ph.D. in Cultural Anthropology from the UC Berkeley (UCB) in 1985, his MA from UCB in 1981 and his BA from Princeton University in 1976. He speaks Mandarin Chinese, Japanese, French, German and limited Hindi/Nepali.

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Wayne S. Morrison, Chief Operating Officer



Mr. Wayne Stewart Morrison has 40 years of experience in finance, leadership, entrepreneurship, capital markets, asset management and sports and leisure real estate development. He is currently the CEO of SixRock Group, LLC, a sports and leisure development company with projects in Tianjin and Chengde, Peoples Republic of China. Mr. Morrison was a Director at Bucephale Global Asset Management in Geneva Switzerland, responsible for the turnaround of one of the oldest fund of funds in Europe after the death of the founder. Mr. Morrison was a founder of Glenveigh Holding Company, LLC, organized to develop high-end residential and golf communities in the United States. Prior to Glenveigh, Mr. Morrison worked in the capital markets as a director of derivative trading (equities, indexes and currencies) for twenty-three years on the Philadelphia and American Stock Exchanges, serving on governance committees on each exchange.

Mr. Morrison received a Bachelor of Science degree in Behavioral Biology from the University of Pennsylvania in 1978. Mr. Morrison was a member of the varsity Football team and the Rifle and Pistol team. Mr. Morrison later attended classes toward a Ph.D. degree in Clinical Psychology at the University of Pennsylvania until 1980. Mr. Morrison resides in Narberth, Pennsylvania with his wife of 30 years and their two sons.

Member, USGA Museum Library Committee; Founding Member, USGA Golf Architecture Archive; Member, Society of American Archivists; Archivist at Merion Golf Club; Member, Weightman Society, Life Member, Divotees Golf Club; Life Member, 4th Street Club; Life Member, William Penn Club

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Love Malone, VP Client Relations



Love Malone is the Founder and CEO of The Gradient Group. Prior to starting the Gradient Group, Love was an award-winning advertising, marketing, and sales executive with experiences at companies including Ogilvy & Mather, BBDO Worldwide, GlaxoSmithKline and Merck. She worked with global companies in creating advertising content and brand sponsorships for companies including Merck, Pinnacle Foods, Janssen, Universal Pictures, BlackRock, iShares and Genentech.

Love is dedicated to disrupting the creative industry through innovation and technology as CEO and founder of THE GRADIENT GROUP, INC. Love believes that diverse teams are key to long-term brand success and created THE GRADIENT technology with that in mind.

Love earned her Bachelor of Science in Education with minors in History and Physics from the University of Illinois at Champaign-Urbana and holds a certificate from the Center for Excellence in Advertising from Howard University. She is a candidate for a Master's Degree in Management from Harvard University. Love currently serves as an official member of the FORBES Agency Council and the Board of Directors of NourishMe.

[LINK TO GC3 STRATEGY'S KEYSTONE COVID RESPONSE PRESENTATION](#)