

Aaron Blotnick

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EXPERIENCE

Breakthrough Bio Advisors

Independent Consultant

March 2024 - Present

- **Business Development:** Sourced and nurtured relationships with potential customers and investors, driving the deal pipeline and securing strategic partnerships to foster organizational growth.
- **Commercial and Data Infrastructure:** Built robust data systems from the ground up, including implementing SQL databases, HubSpot CRM, and Jira workflows, to establish scalable and efficient operational frameworks.
- **Strategic Planning:** Led product roadmapping and planning, defining product specifications and aligning development with market needs to accelerate time-to-market.
- **Market Research and Competitive Intelligence:** Conducted in-depth market surveys and competitive analyses, delivering data-driven insights that informed strategic decisions and captured new opportunities.

Synthego

Market Analytics and Strategy Manager

September 2022 - March 2024

- **Commercial Analytics Champion:** Fostered collaboration with commercial stakeholders, leading to the strategic development and management of Tableau dashboards that enhanced cross-functional decision-making and improved sales booking time by 20%
- **Data Engineering:** Harmonized Salesforce, NetSuite, and Snowflake data sources with SQL and Tableau resulting in a model which segmented products by margins, revenue, and customer demographics pivotal in defining 2024 product strategy
- **Market Survey:** Spearheaded a comprehensive market survey that illuminated competitive standings, product positioning, and key product attributes valued by customers, guiding strategic product enhancements and focus
- **Customer Segmentation Model:** Constructed a segmentation framework using internal data and strategic VOC calls to model the ideal customer schema for our products enhancing effectiveness of our marketing efforts by 10%

Zymergen

Senior Business Associate

March 2022 - July 2022

- **Financial Modeling:** Built out Net Present Value (NPV), cost, and Return On Investment (ROI) models for New Product Introduction (NPI) initiatives providing crucial insight for phase-gated Product Development Pipeline (PDP) decisions
- **Market Analysis:** Determined go-to-market strategy and product market fit through structured analysis of market trends and value chain via VOC calls, market database queries, and statistical modeling

Grail

Data Scientist

September 2019 - September 2021

- **Dashboards and Reporting:** Spearheaded the creation and maintenance of dashboards and reports based on user stories from customer service and commercial operations teams
- **Stakeholder Management:** Collaborated with key stakeholders to assess underlying root causes, develop strategic action plans, and generate key performance indicators for use in tactical decision making
- **Data Engineering:** Pioneered ETL workflows, developed and maintained a code base to transform user stories into insightful dashboards; joined SQL data across AWS, LIMS, Salesforce, and unstructured spreadsheets.

Longevity Fund

Financial Analyst

Jan. 2019 - May 2019

- **General Operations:** Lead operations for the fund's start-up accelerator via coordination of public relations, event planning, and day-to-day logistics
- **Due Diligence:** De-risked potential investments through strategic analysis of early-stage companies
- **Strategy Consulting:** Gave actionable feedback on business, operations, and scientific strategy in weekly 1-on-1s with 4 portfolio companies

Gladstone Institute of Cardiovascular Disease

Scientist 2

July 2017 - January 2019

- **Technology Transfer:** Facilitated the transfer of protocol specifications between industrial and academic collaborators culminating with a reproducible SOP
- **Genetic Engineering Screen Optimization:** Generated an SOP for a variant library screen to ascertain putative enhancer sites in human iPSCs
- **Design of Experiment:** Collaborated to design DNA, clone bacteria, genetically engineer, and validated stable homozygous and heterozygous transgenic cell lines resulting in co-authorship on 2 publications

EDUCATION

University of California, Berkeley

Master of Engineering, Bioengineering

College of Charleston

Bachelor of Science, Molecular Biology and Spanish

ADDITIONAL SKILLS

- **Programming Languages:** Command Line, Python, R, SQL
- **Technical Knowledge:** AWS, Tableau, Snowflake, Salesforce, Excel, HubSpot, Jira, ChatGPT, Git