

Ilke Panzer

August 25, 2023

Dear Brian Thompson,

As an entrepreneurial innovator passionate about solving healthcare problems, I have led and worked with exceptional people in great organizations. We introduced breakthroughs, contributed to compelling missions and grew businesses. I am looking to use this experience to help advance innovators and entrepreneurs in our community, contribute to higher education and strengthen the economy. As former participant and mentor of the iCorp program, I highly value how the Lubar Entrepreneurship Center benefits students, faculty, and community members. Building on the foundation you laid, I would be honored to lead this incredible resource to the next level.

Innovation leadership and entrepreneurship have been central to my career. This includes public, for-profit companies like GE and Johnson & Johnson, a non-profit organization, Versiti/BloodCenter of Wisconsin, and a start-up, Assurance. As project manager at GE, I led the first successful IT project using a team of programmers in India. As program manager I led the development of the computer system for the first multi-slice CT. As Quality Manager/Six Sigma Master Black Belt, I taught and mentored global teams to collaborate and demonstrate results through relevant business metrics. As General Manager in Ultrasound I launched a new product line and Women's Health to help GE become the #1 in Ultrasound.

Further, at BloodCenter of Wisconsin, I joined an academic team. I was fortunate to learn from and collaborate with researchers, clinicians, clinical laboratory scientists, executives and board members. In the role of VP, Diagnostic Laboratories, I developed and implemented a new product development and commercialization program and spearheaded the successful launch of over 150 new diagnostic tests, resulting in > 10% growth annually for 6 consecutive years. I also created 3 new business lines: Oncology, Clinical and Contract Research, and a Joint Venture in Cell Therapies with the San Diego Bloodbank.

I also partnered with HR to implement a talent management and organizational development system, and trained our employees. This laid the foundation for HR management as the organization merged with other organizations to become Versiti. As its Chief Innovation Officer, I implemented the "Moonshot" program to prioritize innovation investments, developing \$50 million+ new product opportunities. As CEO of Assurance Laboratories, I led a late-stage startup through pivot to exit.

My fundraising experience includes supporting philanthropy goals at Versiti and at the Florentine Opera where I served for 18 years as Board Director, chairing the Marketing Committee, co-chairing the Audience Development Committee, and a gala. As Scientific Advisor I assess proposals for an early-stage investment fund. I have collaborated on grants and reviewed grant proposals, including for the UW Foundation. My further qualifications include a bachelor's and master's degree in Computer Science and Engineering, and Global Business Management and Advanced Marketing Management at GE Crotonville.

Thank you very much for your time and consideration. I look forward to hearing from you.

Sincerely,

Ilke Panzer



Ilke Panzer**“Transformation through Innovation”**

Visionary and Entrepreneurial Global Business Executive leading in the Diagnostics, Medical Device and Life Sciences sectors. Delivers outstanding results through strategic planning, R&D, commercialization, M&A, and organizational development. International P&L responsibility for up to \$400M in revenues, teams of 350, with budgets from startup to \$65M. Increased profitability 30% through platform innovation, >10% annually through operational excellence. 30 M&A deals and integration at board level, created three new business segments, oncology lab, clinical trials and contract research services, joint venture for gene and cell therapies, increasing revenues by \$25M. Lean/ Six Sigma Master Black Belt. Fluent in German.

Career History

Pantec Studio, Inc.

since 2023

*A privately held services company.***PRESIDENT AND FOUNDER, CONSULTING DIVISION**

Independent consulting in Diagnostics, Medical Devices and Life Sciences, utilizing Artificial Intelligence (AI) to drive strategies, pivots, R&D and innovation. Clients have expanded the services to include recruiting, operational excellence and building out segments of their business. Clients range in size from startups to \$100M in revenue.

Assurance Laboratories

2018- 2022

*A privately held premier provider of comprehensive quantitative drug testing, medication monitoring, and contract research.***CHIEF EXECUTIVE OFFICER**

Restructured sales and marketing increasing revenue by 20%. Pivoted to Covid testing during pandemic to maintain revenues. Partnered with State of Wisconsin and local farmers to support Hemp Research. Created clinical trial and contract business allowing for exit.

Versiti | BloodCenter of Wisconsin

2006 – 2018

*A privately held academic healthcare organization and national leader in innovative transfusion solutions.***EXECUTIVE VICE PRESIDENT | CHIEF INNOVATION OFFICER**, Versiti, 2016 – 2018

Drove Diagnostics P&L to \$95M in revenue. Promoted to lead innovation and commercialization across the entire enterprise. Led Versiti Business Development to \$300M in revenues. Cultivated thought-leader and academic relationships. Responsible for \$12M organ and tissue procurement organization. Led M&A and integration. Directed 340 employees and \$65M budget.

- Drove business development and product strategy, growing revenues > 10% annually.
- Launched “Moonshot” program for Innovation investments, developing \$50M+ new product opportunities.
- Created \$10M joint venture with San Diego Blood Bank in gene and cellular therapies.

SENIOR VICE PRESIDENT DIAGNOSTIC LABORATORIES, BloodCenter of Wisconsin, 2009 – 2016

Expanded diagnostic business globally and grew revenue from \$20M to \$45M. Transformed laboratories to Precision Medicine Center of Excellence, with pharma/biotech partnerships and medical informatics. Directed 160 physicians, scientists, technical employees and commercial team, and \$25M budget.

- Developed three new service lines, in Molecular Oncology and Genomics, Global Clinical and Contract Research, and Cellular Therapies, contributing >\$7M in new revenue in the first year.
- Developed top-ranked blood banking specialty certification and education program, training 2,000 professionals annually, and serving as funnel for talent acquisition. Created NIH conference.
- Integrated corporate partnerships/affiliations, Wisconsin Donor Network, Wisconsin Tissue Bank, and Heartland, Indiana, and Michigan Blood Centers to create Versiti, growing corporate revenue from \$110M to \$280M.

VICE PRESIDENT, DIAGNOSTIC LABORATORIES, BloodCenter of Wisconsin, 2006 – 2008

Turned six esoteric laboratories into one successful enterprise. Led rapid new product introduction for molecular diagnostics, genetics, oncology, transplantation, hematology and transfusion medicine. Directed 88 employees and \$7M budget.

- Established regular cadence of new product introductions, launching ten products annually and growing sales from \$12M to \$20M, while improving margins from 29% to 35%.
 - Expanded Applied Research into contract services with Pharma/Biotech, generating \$4.5M in new revenue.
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DePuy, a Johnson & Johnson Company

2004 – 2005

*A \$40B global medical device and pharmaceutical company.***VICE PRESIDENT, WORLDWIDE RESEARCH AND PRODUCT DEVELOPMENT**, Warsaw, Indiana

Launched DePuy's first image guided surgery solution. Integrated five international organizations into one global team. Led acquisition strategy, R&D pipeline, Biologics Research and market expansion. Directed 250 employees in the US, UK, Germany, France and Australia, with \$60M budget.

- Assessed five potential acquisitions and introduced private-label product with German company to enter emerging image-guided surgery market.
- Launched three new orthopedic product lines, including Ci, DePuy's first image guided surgery solution; ASR, a hip resurfacing technology; and RP-F, a high flexion knee system, contributing \$800M revenue.

General Electric Corporation

1992 – 2004

*A \$123B global corporation.***GENERAL MANAGER, Global Ultrasound**, Milwaukee, Wisconsin, 2000 – 2004

Grew GE Global Ultrasound P&L from \$180M to \$400M. Created Women's Health business. Directed 350 employees across US, Japan, Germany and Austria, with \$400M P&L.

- Launched new product line with three new products and annual breakthroughs.
- Co-led development of global Ultrasound platform, improving annual margins from 30% to 62%.
- Integrated three acquisitions in Germany and Austria, created Women's Health product line, boosting market share from 15% to 35%.

SUPPLY CHAIN | E-BUSINESS MANAGER, Global Ultrasound, 2000**SIX SIGMA CHAMPION | QUALITY MANAGER, Global Ultrasound**, 1999**GE MEDICAL SYSTEMS, Engineering/Project Manager, Computer Tomography**, New Berlin, Wisconsin, 1996 – 1998**GE ELECTRIC DISTRIBUTION AND CONTROLS, Edison Engineer**, Plainville, Connecticut, 1992 – 1996

Education and Certification

MSE, Computer and Systems Engineering, National Technological University, Fort Collins, Colorado**BSE, Computer and Systems Engineering**, University of Connecticut, Storrs, Connecticut**Vordiplom, Informatics and Music**, Universitaet Dortmund, Germany**Executive Management Development Series**, General Electric**Edison Engineering Program**, General Electric**Certified Six Sigma Master Black Belt & Continuous Improvement Leader****Certified Trainer**, GE Change Acceleration Process**SBA THRIVE** Emerging Leaders Program

Selected Awards and Industry Recognition

Women of Influence Award, Milwaukee Business Journal**Woman's Achievement Award**, **Super Star Award**, and **Six Sigma Champion Award**, General Electric**Tau Beta Pi**, National Engineering Honor Society**Published Two Chapters**, International Personnel Management textbooks**Invited Speaker**, NIH, National/International Conferences and Universities

Professional and Community Affiliations

Supervisory Board, Sartorius AG, Germany, 2017 – Present**Scientific Advisor**, Venture Investors 2017 - Present**Vice Chair, Board of Directors**, Wisconsin Technology Council, 2010 – Present**Vice Chair, Board of Directors**, Hessen Wisconsin Society, 2018 – Present**iCorp Program Mentor**, National Science Foundation since 2021**Medical Advisory Board**, Novir, 2020 - 2022**Immunohematology, Cellular Therapy, National Contracting Committees**, Blood Centers of America, 2016 – 2018**Program Committee**, National Blood Foundation, 2016 – 2018**Member**, American Association of Blood Banking, 2006 – 2018**Board of Directors**, Florentine Opera Company, 2002 – 2017**Board of Directors**, BioForward, 2006 – 2009