

Charlene Tang

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- Founding employee at Cyted, where I lead business development & commercial activities focused on our growth in the UK healthcare system. Over the past 2 years, I have secured ~£4m in non-dilutive funding to support implementation and adoption of our test throughout the NHS.
- First-in-class Master's in Biochemistry from Trinity College, University of Cambridge (2016-2020).
- Having lost my parents to cancer and heart failure at ages 11 and 22, I am driven by understanding and resolving challenges in healthcare systems and making healthcare ventures commercially viable. When not working, I am training for a half-marathon, making pottery, or travelling the world with my partner and sister.

PROFESSIONAL EXPERIENCE

Jan 2023 – present **Head of Growth** **Cyted Ltd**

At Cyted, we are bringing an innovative diagnostic test to clinic for the earlier detection of oesophageal cancer. I joined in 2020 as employee #6, and we are now a 60-strong team. Since 2020, we have tested over 15,000 patients across the UK and raised over \$30M in funding, including \$4.3M of non-dilutive funding that I secured.

As part of the Senior Management Team, I lead a range of initiatives in the Commercial and Operations teams:

- Oversee the sales, market access and customer success strategy with a focus on UK market including go-to-market strategy, clinical engagement and adoption, product launch, complex stakeholder management.
- Responsible for revenue growth, building sales & customer success teams, pre- and post-product market fit

In 3 years at Cyted, I have been promoted twice, and have onboarded and horizontally managed 5 individuals, who have taken on elements of my previous roles, including:

1. **Service Implementation Manager:** data analysis and reporting, customer onboarding & training.
2. **Project Manager:** project administration and finances, coordination of key stakeholders and partners, meeting agendas and minutes. Since promoted to Senior Project Manager, seconded to NHS.
3. **Market Analyst:** analysis of market & competitive landscapes, data modelling & reporting with Excel, Powerpoint and Tableau.
4. **Senior Partnerships Manager:** market development with NHS partnerships and customer success.
5. **Business Development Manager:** selling & closing deals with private organisations across the UK.

Mar 2022 – present **Project Director** **Cyted Ltd**

Developed proposals and brought together teams to pitch, win & deliver £3.8M/\$4.3M of non-dilutive funding:

1. **Project CYTOPRIME1** - a 9-month project across the North West Coast, bringing the Cytosponge test to community care for recovery of NHS endoscopy services. Successfully established 5 clinics in GPs and CDCs to test 150 patients, resolving waiting lists and cost-saving within 1 year. Case study [here](#).
2. **Project CYTOPRIME2** - an 18-month project across 3 regions, bringing the Cytosponge test to primary care towards the earlier detection of oesophageal cancer. Testing 2000+ patients across 10+ clinics, balancing demand on endoscopy and GPs to prove sustainability at a system level. Announced [here](#) and [here](#), likely the largest grant ever awarded by SBRI Healthcare, supported by NHS England Cancer Programme.

May 2021 – Dec 2022 **Commercial Manager, Market Access** **Cyted Ltd**

- Initiated, built and maintained partnerships with stakeholders at national and regional levels, including: NHS England, Cancer Alliances, Integrated Care Systems, NHS Trusts, Primary Care Networks.
- Prepared resources and materials to support the development of business cases for funding.
- Managed and analysed evidence from clinical trials and real-world implementation projects, including evaluation of system impact, patient and public impact, and health economic analyses.

Jun 2020 – Apr 2021 **Business Development Manager** **Cyted Ltd**

- Onboarded first 10 healthcare providers and maintained customer relationships
- Designed and implemented communications, marketing, and brand strategy
- Mapped and managed public affairs and communications

May 2022 - present Fellow, 2022-2023 NHS Innovation Accelerator

- Selected as an exceptional individual and technology to receive support from the NHS to deliver and scale promising solutions across England for greater patient and staff benefit.
- Focused how to bring innovations to primary care and navigate NHS procurement and clinical adoption.

Jan – Jun 2020 Due Diligence Analyst Start Codon Accelerator

- Identified disruptive Life Science companies and technologies for early stage funding and coaching
- Evaluated the IP, freedom to operate, and competitor landscape of candidates on a weekly basis

PROFESSIONAL SKILLS

2023 Product Marketing Core Product Marketing Alliance

Including: Go-to-Market Strategy · Sales Enablement · Pricing Strategy · Objectives and Key Results (OKRs) · Research · Personas · Value Proposition · Positioning · Onboarding & Retention

2022 Conceptual & Strategic Sales with Perspective Miller Heiman

Including: Blue Sheet · Buying Influences · Modes & Ratings · Opportunity Scorecard · Win-Results · Competition · Creating Value · Green Sheet · Single Sales Objective · Getting & Giving Information · Getting Commitment

COMMUNICATION SKILLS

- Published paper in QJM 2023 on [Real world implementation of non-endoscopic triage testing for Barrett's oesophagus during COVID-19](#) with biomarker results from first 10,000 patients tested
- Presented pitch at NHS Innovation Showcase 2023 (watch clip [here](#))
- Presented abstract on biomarker results from first 5,000 patients at Digest Disease Week 2022 (SD, US)

ENTREPRENEURSHIP SKILLS

Jan 2023 - present Fellow, 2023 Polaris Programme Entrepreneur First

Selected to join a 9-month program, designed to nurture the most exceptional thinkers with resources and funding to tackle challenging ideas and unconventional projects.

Jan 2020 – Dec 2022 Co-founder AptaBridge

Developing nucleic acid-based immune-therapeutics to change the lives of patients with advanced cancer.

- Early-stage venture development, incorporated in US with co-founders at John Hopkins University and MIT Business School. Currently fundraising seed round, I stepped away to manage my late parents' Estate.
- IP based on my Undergraduate & Masters research and my Co-founder's PhD research.
- Jan 2020 – Oct 2020 Global Biotech Revolution: 1 of 100 selected to join the 2020 Gap Summit conference; 1 of 6 teams from 20 selected for the pitch competition Finals; awarded the Peoples' Prize.
- Nov 2021 – May 2021 Harvard Business School: virtual mentorship through 2021 Accelerate Bio Programme, the only participant based outside of the US (now known as <http://nucleate.xyz>).

HIGHER EDUCATION

2016 - 2020 BA MSci (Hons) Biochemistry (81.2% overall; rank: 1) Trinity College, University of Cambridge

- MSci research focus on tumour development and immunotherapeutic targets.
- BA research on mechanisms of neurodegeneration and therapeutic targets.
- For my other research projects, from viral genomics to synthetic biology, see: charleneostang.github.io/projects.
- Co-President at Cambridge University Scientific Society (2018-2019);
- President & Ladies' Captain at Trinity College Badminton Club;
- Captain & Coach at First & Third Trinity College Boat Club

2009 - 2016 Chelmsford County High School for Girls, Essex

- A-levels: A*A*AA in Biology, Chemistry, Mathematics, Further Mathematics
- GCSEs: 14 A*s including German, French, Mandarin
- Gold Award at 2016 British Biology Olympiad; Swimming & Badminton; Flute, Piano, Choir