

# Charlene Tang

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- First commercial lead at Cyted, a cancer diagnostics start-up, where I lead business development activities focused on our growth across 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 building commercially viable healthcare ventures. Outside of work, I enjoy training for half-marathons, making pottery, and travelling the world with my partner.

## PROFESSIONAL EXPERIENCE

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

At Cyted, we are bringing an minimally invasive diagnostic test to clinic for early oesophageal cancer. I joined in 2020 as employee #6 and we are now a 60-strong team. Since 2020, we have tested over 16,000 patients across the UK and raised over \$30M in funding, including \$4.75M 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 commercial strategy with a focus on UK go-to-market including evidence generation, business case development, marketing, clinical engagement, stakeholder management, and commissioning;
- Responsible for revenue growth, building sales & customer success teams, and new business development.

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 for understanding our customers, market, and new business opportunities.
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 £3.8/\$4.75M of non-dilutive funding:

1. **Project CYTOPRIME1** - a 9-month project across the North West Coast, bringing the capsule sponge 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 capsule sponge 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](#), 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

**PUBLICATIONS & PRESENTATIONS**

- 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
- Organised and chaired at Chaired session at inaugural [Cytosponge Symposium 2023](#)
- Presented at NHS Innovation Showcase 2023 at the Royal Institute for the NHS's 75<sup>th</sup> Birthday (clip [here](#))
- Presented abstract on biomarker results from first 5,000 patients at Digest Disease Week 2022 (SD, US)
- Published abstract in American Gastroenterology Association May 2022
- Published abstract in BMJ Journals Gut 2022 on The introduction of Cytosponge to NHS Scotland

**ENTREPRENEURSHIP****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**

- Richard Perham First Prize for highest marks in Masters examinations (73.7%)
- Alkis Seraphim Prize for the most distinguished Masters Research Project (85%)
- Mathison Prize for exemplary achievements (1 of 6 students at Trinity College)

**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

## VOLUNTEERING EXPERIENCE

### **2021 – 2022                      Director of Alumni Development                      Global Biotech Revolution**

- Built and lead a team of 3 to re-connect and re-energise the Global Biotech Revolution community of 700+ Alumni across the world through strategic initiatives including peer-to-peer mentorship, ambassadorship, asynchronous channels, and workshops.

### **2018 – 2019                      Co-President                      The Cambridge University Scientific Society**

- Led a team of 13 to organise and host talks from 16 leading scientists across academia and industry
- Launched the annual Academic & Industrial Internships Day event; which I have coordinated, chaired and presented over 4 years (2017-2020)

### **Jan – Jun 2019                      Awareness Coordinator                      Students for Global Health**

- Managed a team of 7 to create publicity campaigns and workshops addressing global health issues, from sleep and mental health evenings in Colleges to classes on antimicrobial resistance for Year 9 students

### **2018 – 2020                      President & Ladies' Captain                      Trinity College Badminton Club**

- Led trainings, coordinated matches, and secured professional coaching; doubling the number of players.
- Selected for Cambridge University Badminton Club Development (2018-19) and Main (2019-20) Squads

### **2017 – 2018                      Lower Boats' Captain                      First & Third Trinity College Boat Club**

- Worked in a team of 7 to organise and teach 120 novice rowers and coxes to racing standard in 8 weeks
- Coached the 2<sup>nd</sup> men's crew up to 15 hours a week, achieving 1<sup>st</sup> and 2<sup>nd</sup> place in the final College races

### **2017 – 2018                      Publicity Officer                      Trinity College Science Society**

- Developed and executed a strategy to advertise talks and events on 7 social media platforms weekly

### **2017 – 2021                      Student Mentor & Tutor                      Various incl. Project Access UK & Access Oxbridge**

- Each year, I mentored a few select Sixth Form (where I established the Bio & Chem Society) and Undergraduate students on University, summer research and industrial internship and PhD applications.

## RESEARCH EXPERIENCE

### **Oct 2019 – May 2020                      MSci Dissertation                      Professor Gerard Evan, Dept. of Biochemistry**

- Cell-specific RNA expression and antibody blockade analysis of mouse lungs identified IL-33 as an instructive signal that is necessary for cell death and tumour regression following Myc deactivation
- Strengthened the therapeutic potential of IL-23/IL-33 signalling axis

### **Jun – Aug 2019                      Trinity College Studentship                      Professor John Doorbar, Dept. of Pathology**

- Investigated HPV oncoprotein-mediated dysregulation of Notch signalling in cervical epithelial neoplasia
- Collaborated with a visiting Systems Biologist to build a computational model of this system

### **Jan – Apr 2019                      BA Dissertation                      Professor Guy Brown, Dept. of Biochemistry**

- Showed that P2Y6 receptor deficiency is partially protective against synapse loss in ageing mouse brains
- Strengthened the hypothesis that P2Y6 receptor signalling contributes to cognitive decline with age

### **Jun – Sep 2018                      Wellcome Trust Studentship                      Dr Andrew Firth, Dept. of Pathology**

- Built an Excel database of transcriptional regulatory elements of RNA viruses from the primary literature
- Coded in Python to validate conserved sequence motifs proposed for the order *Mononegavirales*

### **Jul – Sep 2017                      MRC-LMB Studentship                      Dr Philipp Holliger, Laboratory of Molecular Biology**

- *In vitro* evolution of a self-replicating RNA enzyme for functional compartmentalisation in lipid vesicles
- Coded in Python and Bash to explore Illumina sequencing data and characterise mutants

### **Jul – Aug 2016    Prof. Stefan Marciniak, Cambridge Institute of Medical Research**

- Studied crosstalk between the integrated stress response and BMP signalling in MEF cell line