**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.

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| 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](https://www.ahsnnetwork.com/case_studies/diagnostic-test-to-divert-patients-from-traditional-endoscopy-services/). 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](https://cyted.ai/news/cyted-awarded-3-4m-sbri-grant) and [here](https://www.linkedin.com/pulse/nhs-cancer-programme-awards-121-million-accelerate-new/), 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 | | | | | |

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| PUBLICATIONS & PRESENTATIONS |
| * Published paper in QJM 2023 on [Real world implementation of non-endoscopic triage testing for Barrett’s oesophagus during COVID-19](https://pubmed.ncbi.nlm.nih.gov/37220898/) with biomarker results from first 10,000 patients tested * Organised and chaired at Chaired session at inaugural [Cytosponge Symposium 2023](https://symposium.cyted.uk/) * Presented at NHS Innovation Showcase 2023 at the Royal Institute for the NHS’s 75th Birthday (clip [here](https://www.linkedin.com/feed/update/urn:li:activity:7052735409738375168/)) * 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 |

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| 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>). | | |

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| 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 |

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| 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 2nd men’s crew up to 15 hours a week, achieving 1st and 2nd 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 | | | | | |
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| **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. | | | | |

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| 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 | | | |