

Dear Imec The Netherlands Team,

My name is Varvara Lazarenko, and I would like to express my interest in applying for the position of the Business Development Manager Health. As a recent graduate of the Medical Biology master's program with a specialization in Science, Management & Innovation (SMI) from Radboud University, I am excited about the opportunity to contribute to Imec's mission of advancing healthcare innovations.

From the moment I discovered this position, I felt it aligned perfectly with my career aspirations and my decision to focus on the business aspects of life sciences. I am passionate about improving healthcare through sustainable innovations that effectively meet the needs of patients and medical professionals while also reducing overall healthcare costs. That is why I am greatly interested in bringing Imec's cutting edge health solutions to market, contributing to a healthier future for society.

My academic background equips me with a solid foundation for this role. Having finished a bachelor's in Biology and a master's in Medical Biology, I gained extensive knowledge in the field and developed a critical understanding of various medical technologies. During the SMI track in the second year of my master's, I gained valuable insights into digital healthcare, health technology assessment (HTA), market research, business models, value propositions, and health economics through courses such as Future of Health, Methods of Societal Research, Sustainable Innovation Management, and How Health Systems Work.

In addition to my academic qualifications, my professional experience will be an asset in the role of Business Development Manager. As an assistant at a Contract Research Organization, I developed clinical trial documentation, conducted pharmaceutical user interviews, and ensured compliance with client requirements across different projects. This experience provided me with a deep understanding of the MedTech and pharmaceutical industries, as well as improved my managerial and interpersonal skills. Furthermore, during my SMI track, I collaborated with fellow students and organizations in Nijmegen (including the municipality of Nijmegen) on real-life projects such as "HTA of a Medical Guidance App for International Students in the NL" and "A Shared Ownership Model of the Green Corridor." My master's thesis at HAN University of Applied Sciences involved evaluating the potential value of home telemonitoring technology for elderly patients within the HTA framework. This project included an extensive literature review, surveys and interviews with patients and medical professionals, and a cost-effectiveness analysis, all of which enriched my experience in HTA and stakeholder collaboration.

In summary, my strong motivation for business development within biotech field, combined with my comprehensive education and diverse professional experiences, positions me as a strong candidate for the Business Development Manager role. I am eager to connect science with societal needs and contribute to Imec's impactful work.

Thank you for considering my application. Please feel free to reach out if you have any questions.

Warm regards,
Varvara Lazarenko