

## FOR IMMEDIATE RELEASE

### **BioGenerator Adds Additional Industry Expert to Entrepreneur-in-Residence Program**

*EIR will support the growth of start-up bioscience companies in St. Louis*

ST. LOUIS (February 7, 2013) — Dr. Cheryl Watkins-Moore has joined as an Entrepreneur-in-Residence (EIR) with the [BioGenerator](#) – the non-profit venture development organization of [BioSTL](#) – to create, lead, and support new bioscience companies in St. Louis. Cheryl will bolster existing start-up companies across the region and work with researchers and entrepreneurs to launch new enterprises.

Since the BioGenerator's EIR program launched in the third quarter of 2011, EIRs have helped to advance the development of nearly 60 emerging bioscience companies in St. Louis, including 21 companies who have received active management or major technical/business support. Cheryl will join a team of five current EIRs at the BioGenerator, expanding the capacity of the BioGenerator to support bioscience entrepreneurs as they build their companies, raise capital, and develop their technology for market.

- [Cheryl Watkins-Moore](#): Dr. Cheryl Watkins-Moore is a highly versatile business leader experienced in profit & loss management, marketing, sales, integration, and restructuring. Most recently, in her role as Vice President and General Manager, Cheryl led the Integrated Biomarker Solutions business of EMD Millipore, the U.S. subsidiary of Merck KGaA, and prior to that managed the U.S. marketing operations for Swedish-based biotech start-up company, Biora Inc. She is skilled at the design and execution of strategic business and marketing plans that enhance brand position and operations while increasing revenue and maximizing return on investment. Dr. Watkins-Moore also brings clinical experience and insight to the development of bioscience business strategies.



“Having global responsibilities and experience working for major biotechnology, medical device, chemical & pharmaceutical companies in recent years, I am delighted to stay here in St. Louis to participate in and contribute to the wonderful collaborative environment that is spurring so much exciting entrepreneurial activity in the region,” said Dr. Cheryl Watkins-Moore, Entrepreneur-in-Residence at the BioGenerator. “The quality of bioscience innovation in St. Louis is outstanding, and I look forward to bringing my industry and clinical expertise to bear in helping the growing pipeline of St. Louis bioscience startups advance.”

The BioGenerator is continuing to recruit additional EIRs with entrepreneurial and industry experience. In addition to medical diagnostics and therapeutics, BioGenerator is seeking additional EIRs with expertise in the areas of plant science and agricultural technology,



# NEWS

bioenergy, and healthcare IT and services. For more information, please visit [www.biogenerator.org](http://www.biogenerator.org).

The EIR positions are funded by BioSTL and the BioGenerator. Additional support for some of the EIR positions has been provided by St. Louis County's Helix Fund and through the *St. Louis Bioscience Jobs and Innovation Accelerator Challenge* grant funded by the U.S. Department of Commerce Economic Development Agency (EDA). Partners on the EDA grant are St. Louis County Economic Council and the Center for Emerging Technologies.

### *About BioSTL*

BioSTL builds regional capacity and fosters collaborative efforts to advance innovation, entrepreneurship, and new company creation that capitalize on St. Louis' world-class medical and plant biosciences and to promote economic growth and regional prosperity in St. Louis. Please visit [www.biostl.org](http://www.biostl.org) for additional information.

### *About BioGenerator*

The BioGenerator, the non-profit venture development organization of BioSTL, facilitates the formation of successful, sustainable bioscience companies in the St. Louis region. It provides start-up bioscience companies with pre-seed and seed investment funds, shared lab space with specialized equipment, and in-depth management support. Please visit [www.biogenerator.org](http://www.biogenerator.org) for additional information.

### *About the St. Louis Bioscience Jobs and Innovation Accelerator Challenge*

The objective of the St. Louis Bioscience Jobs and Innovation Accelerator Challenge grant is to foster job creation, new business formation, and regional economic growth by advancing the high-growth bioscience cluster in St. Louis. The grant supports the recruitment of experienced entrepreneurs to support and mentor early stage companies and entrepreneurs; outreach to minority and disadvantaged businesses interested in providing goods and services to bioscience companies; and on-the-job training for newly-created jobs in bioscience companies. The grant is a partnership between BioGenerator, BioSTL, Center for Emerging Technologies, St. Louis County Economic Council, the Minority Supplier Development Council, and the St. Louis Agency on Training and Employment (SLATE) with funding provided by the U.S. Department of Commerce Economic Development Agency, the U.S. Department of Labor Employment Training Agency, and the U.S. Small Business Administration.

### **Contact:**

Kamyla Tomiser  
BioGenerator  
Office: (314) 615-6355  
[ktomiser@biogenerator.org](mailto:ktomiser@biogenerator.org)

-end-