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## **BioSTL Welcomes New Communications Manager**

*Communications and marketing initiatives will help advance  
bioscience & innovation economies in St. Louis*

ST. LOUIS – July 22, 2014 – BioSTL today announced the hiring of Colleen Ward as Communications Manager. In this new role, Ward will oversee communications and marketing initiatives for BioSTL and its subsidiary BioGenerator. She will also steward efforts on behalf of the region’s entire bioscience community to raise national and international awareness about St. Louis’ unique convergence of corporate, academic, and entrepreneurial strengths in bioscience.

“We are delighted Colleen has joined the BioSTL team,” explained Donn Rubin, President and CEO of BioSTL. “Colleen’s professional experience combined with her passion for St. Louis will no doubt help our regional bioscience and innovation community convey our powerful and evolving story to the world.”

As Communications Manager, Ward will be responsible for overall communications strategy, including various media relations and communications activities, to further BioSTL’s mission of advancing regional prosperity in St. Louis by cultivating a thriving bioscience community. She will focus on engaging key entrepreneur and investor audiences as well as developing consistent brand standards and marketing materials. She will also help advise on communications and marketing best practices for entrepreneurs and start-up organizations.

Additionally, Ward will lead a continuing collaboration with regional leaders to develop messaging and branding around the unique aspects of the St. Louis bioscience community. Ward will build on the story developed from this collaborative effort and execute strategies to promote the region’s bioscience and innovation strengths to audiences both in and outside the St. Louis region. Through this work, BioSTL aims to support organizations across the region in attracting top-tier talent, entrepreneurs, and investors to the area.

BioGenerator, the investment arm of BioSTL, invests in, advises, and provides facilities for bioscience startups. To date, they have invested in 48 companies. Ward will work with BioGenerator to formulate and execute communications plans that help attract additional capital and entrepreneurial management talent to the region and assist start-up companies as they move to the next phases of their development.

Ward comes to BioSTL from Laird, a global technology company, where she was PR and Social Media Manager. Among her duties at Laird, she was responsible for media outreach, writing for a variety of communication channels, and social media planning. She holds a Master of Arts in Public Relations from Ball State University and a Bachelor of Science in Mass Communications from the University of Evansville. For communications and marketing related activities, she can be reached at [cward@biostl.org](mailto:cward@biostl.org) or 314-880-8873.

### *About BioSTL*

BioSTL advances St. Louis’ prosperity by cultivating a thriving bioscience sector. BioSTL builds regional capacity, nurtures a collaborative environment, and focuses community leadership and resources to capitalize on the unique convergence of St. Louis’ corporate, university, and entrepreneurial strengths in medical and plant bioscience. Please visit [www.biostl.org](http://www.biostl.org) for additional information.

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*About BioGenerator*

BioGenerator produces a sustained pipeline of successful bioscience companies and entrepreneurs in St. Louis by creating, funding, and growing promising new enterprises. BioGenerator is a nonprofit subsidiary of BioSTL, which advances St. Louis' prosperity by cultivating a thriving bioscience sector, building regional capacity to capitalize on St. Louis' world class medical and plant biosciences. Please visit [www.BioGenerator.org](http://www.BioGenerator.org) for additional information.

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