







MIKE LELIVELT, PH.D.

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SUMMARY/PROFILE

Biotech executive focused on the funding, development, and commercialization of products with 25+ years of experience in genomics and the integration of information into measurements and clinical decisions.

Extensive experience in Next Generation Sequencing, qPCR, Microarrays, Bioinformatics, Genome Editing, and Clinical Decision Support Software. Significant experience in bringing scientific analytical tools to market including reagents, hardware, software, and methods.

Ability to manage both teams and product portfolios. Trained in strategy development & deployment with extensive planning experience.

Recognized as an individual who can speak to investors, development, and sales to collaboratively drive the business forward.



PROFESSIONAL EXPERIENCE

2021-2024

ILLUMINA, INC., San Diego, CA

Building value in NextSeq Sequencing Software Solutions for Discovery, Operations, and Populations

Vice President of Software Product Management & Marketing

- Doubled software revenue across three years across a multi-product portfolio with a team of 12 product managers
- Built product-specific messaging for regional marketing campaigns with team of seven product marketers. Global training.
- Provided quarterly reporting on product revenue & profit. Responsible for product roadmaps & multi-year forecasts.
- Integrated inorganic acquisitions of Emedgene & Partek into Illumina. Emedgene customers grew 5X in 30 months.

2021

DNAnexus, INC., Mountain View, CA

Guiding an organization from pharma development to diagnostic operations

Strategic Consultant - Molecular Diagnostics

- Four month contract to provide strategic guidance centered around molecular diagnostics
- Provide strategic guidance for molecular diagnostics markets

2020-2021

APTON, INC., Pleasanton, CA

Updating a business model and raising the capital to build it

Acting - Chief Commercial Officer (consultant)

- Raised \$2M in bridge funding leveraging convertible notes to maintain operations
- Led & closed Series A funding @ \$12.5 M with Kern Capital, Casdin Capital, and Khosla Ventures
- Recruited CEO and provided interim executive leadership to the organization

2019-2020

SYNTHEGO, INC., Menlo Park, CA

Productizing the service of CRISPR Genome Editing from guides to cells to assays

Vice President of Product

- Led Product Management, Technical Support, and Alpha Product Development - team of 12
- Launched three products in one year- including iPSC, CRISPR edited cells & GMP sgRNA
- Tripled sales in the Engineered Cells business across the year

2018-2019

CELSEE, INC., Ann Arbor, MI

Providing Informatics Strategy & Implementation to a Single Cell

Chief Information Officer

- Defined product level requirements & specifications to Single Cell Analysis of RNA & Proteins based on extensive Voice of Customer interviews and single cell market analysis
- Contributed to diligence efforts supporting \$15M Series C
- Grew the team through extensive recruiting from 4 to 12 in less than 4 months

EDUCATION



Postdoctoral Fellowship,
University of Wisconsin-Madison, WI
(*yeast genomics*)

MBA Coursework,
University of Wisconsin-Madison, WI
(*25% of degree req.*)

Ph.D., University of North Carolina,
Chapel Hill, NC Microbiology
(*E. coli genetics*)

B.A., Augustana College, Rock Island,
IL Biology and Mathematics,
cum laude

EXECUTIVE EDUCATION



2018
University of Chicago,
Booth, Chicago, IL
Finance for Executives Program

2017
University of Chicago,
Booth, Chicago, IL
Advanced Strategy
Development Program

BOARD MEMBERSHIP



2018-present
University of San Francisco,
Advisory Board
Biotech Master's Program

2015 – 2018

GENOMIC HEALTH, INC., Redwood City, CA

Helping the pioneer of high value diagnostics refine its product portfolio

Vice President, Product Lifecycle Management

Recruited to introduce the discipline of product lifecycle management into the Genomic Health product development process.

- Delivered product portfolios P&Ls and annual long range planning process, leading a team of 8 Product Lifecycle managers; gained support and grew team from 2-9 members within 2 years
- Led operations software development leveraging Salesforce, Lab Informatics, & Ordering Portal serving the order to cash pipeline
- Ceased commercialization of Liquid Biopsy Dx Assay based on poor business case allowing resource reallocation and increased profitability. Annual savings of \$15M

2010 – 2015

ION TORRENT SYSTEMS → LIFE TECHNOLOGIES → THERMO FISHER SCIENTIFIC

A startup company sold for \$725M integrated into 2 larger organizations

Senior Director & Director of Bioinformatics Products

- Led software product lifecycle management for a \$1B Life Science business supporting the Ion Torrent and Applied Biosystems' families of instrumentation, including product roadmaps, financial forecasts, requirement gathering, outbound messaging, licensing, support, legal, regulatory, quality, and documentation for RUO, CLIA, and DX markets
- Built and led a team of 20 product managers and specialists supporting both instrument control and analysis software applications for NGS, qPCR, dPCR, and Sanger sequencing
- Charter member of the founding commercial team and solely responsible for informatics strategy for Ion Torrent that globally placed over 3400 DNA sequencers in 4 years generating \$250M/yr

2008 – 2010

PARTEK INC., St Louis, MO

Driving growth in a privately held, financially silent, 30-person genomics software company

Vice President of Genomics

- Directly managed tech support organization and European field operations earning the right to guide the product roadmap through extensive voice of customer
- Provided product management responsibilities for Partek Genomics Suite
- Established the European Commercial Team with expat experience

1999 – 2008

AFFYMETRIX, INC., Santa Clara, CA

In the field, learning from customers & co-workers about selling & supporting genomic assays

2004-2008

Senior Manager, Informatics Applications

- Launched Gene-Chip compatible Partner Program across 40+ software partners enabling 3rd party informatics for Affymetrix Arrays. Launched Software Development Kit as a product

2002-2004

Bioinformatics Sales Specialist

- Increased revenue 66% to \$2M annually selling LIMS software. Changed organizational strategy from building/selling enterprise software towards a broader, inclusive 3rd party approach

2000-2002

Field Application Specialist Manager

- Learned how to honestly and sincerely manage both customer & employee expectations

1999-2000

Field Application Specialist

- First job after post-doc, working in the field teaching customers about gene expression
- Leaning the operations of commercialization