



# APPLIED BIOGENUITY

## ROBIN JR BLATT

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PRINCIPAL, APPLIED BIOGENUITY ASSOCIATES  
PUBLISHER, THE JOURNAL OF BIOLAW & BUSINESS  
DIRECTOR, BOSTON HAIFA LIFE SCIENCES INITIATIVE (BHLSI)  
FOUNDER, ISRAEL INNOVATION CENTER  
ADJUNCT LECTURER, HARVARD SCHOOL OF PUBLIC HEALTH  
EISENHOWER FELLOW (INDIA AND SINGAPORE)

**ROBIN JR BLATT** IS PRINCIPAL OF APPLIED BIOGENUITY ASSOCIATES- PROVIDING INTERNATIONAL BUSINESS CONSULTING TO PRIVATE AND PUBLIC COMPANIES, ACADEMIC INSTITUTIONS AND GOVERNMENT AGENCIES, INVESTORS AND LAW FIRMS IN AREAS ASSOCIATED WITH GLOBAL STRATEGIC PLANNING AND LIFE SCIENCES INFRASTRUCTURE DEVELOPMENT. WITH A FULL SUITE OF BUSINESS SERVICES AND A SOPHISTICATED GLOBAL NETWORK OF LIFE SCIENCE LEADERS, APPLIED BIOGENUITY PROVIDES STRATEGIC ANALYSIS AND MARKET RESEARCH, BUSINESS DEVELOPMENT, INVESTOR INTRODUCTIONS, STRATEGIC ALLIANCE FORMATION, FACILITATION OF CLINICAL RESEARCH COLLABORATIONS, DEVELOPMENT OF BUSINESS PRESENTATIONS AND MARKETING MATERIALS (ENGLISH) AND OTHER CUSTOMIZED SERVICES FOR COMPANIES SEEKING TO ENTER THE US MARKETPLACE.

IN ADDITION, MS. BLATT IS FOUNDING EDITOR AND PUBLISHER OF THE JOURNAL OF BIOLAW BUSINESS (WWW.BIOLAWBUSINESS.COM) A LEADING INTERNATIONAL QUARTERLY PRINT AND ELECTRONIC JOURNAL ESTABLISHED IN 1997 TO ADDRESS EMERGING LEGAL, BUSINESS, REGULATORY AND POLICY MATTERS IN BIOTECHNOLOGY AND THE LIFE SCIENCES.

TRAINED AS A REGISTERED NURSE AT MASSACHUSETTS GENERAL HOSPITAL (MGH), MS. BLATT HAS TWO DECADES OF EXPERIENCE IN GENETICS, BIOTECHNOLOGY AND HEALTH POLICY. SHE IS AN OFFICER AND ADJUNCT FACULTY MEMBER AT THE HARVARD SCHOOL OF PUBLIC HEALTH WHERE SHE TEACHES ON TOPICS PERTAINING TO CONTEMPORARY ISSUES AND CHALLENGES IN GENETICS AND BIOTECHNOLOGY. SHE IS ALSO AN EISENHOWER FELLOW (INDIA AND SINGAPORE) APPOINTED UNDER THE LEADERSHIP OF DR. HENRY KISSINGER AND CURRENTLY CHAIRED BY GEN. COLIN L POWELL (RET).

MS. BLATT SERVED AS THE FIRST UNITED STATES-ISRAEL SCIENCE AND TECHNOLOGY COMMISSION (USISTC) BIOTECHNOLOGY PANEL COORDINATOR (USA) AND SPEARHEADED THE USISTC BIOROUNDTABLE SERIES BEGINNING IN 2001, WORKING IN COLLABORATION WITH THE US DEPARTMENT OF COMMERCE UNDERSECRETARY PHIL BOND, WHICH LED TO THE FORMATION OF THE ISRAEL LIFE SCIENCES INDUSTRY (ILSI). SHE IS THE AUTHOR OF THE LANDMARK STRATEGIC PLANNING REPORT, VALUE OPTIMIZATION: CREATING BREAKTHROUGH ALLIANCES IN US-ISRAEL BIOTECHNOLOGY & THE LIFE SCIENCES AND HAS WRITTEN EXTENSIVELY ON PUBLIC HEALTH IMPACT OF INNOVATION IN THE LIFE SCIENCES. HER FIRST BOOK WAS PUBLISHED BY RANDOM HOUSE IN 1988.

FROM 1983-2004 MS. BLATT SERVED IN THE PUBLIC SECTOR, FORMERLY AS DIRECTOR OF THE MASSACHUSETTS GENETICS PROGRAM, MASSACHUSETTS DEPARTMENT OF PUBLIC HEALTH (MDPH). SHE WAS CO-PROJECT INVESTIGATOR (PI) FOR A NUMBER OF STATE AND FEDERAL PLANNING GRANTS, INCLUDING FROM THE US DEPARTMENT OF HEALTH AND HUMAN SERVICES (HHS) AND THE NATIONAL INSTITUTES OF HEALTH (NIH), CENTER FOR HUMAN GENOME RESEARCH, ETHICAL, LEGAL AND SOCIAL ISSUES (ELSI) PROGRAM. AMONG HER MANY ADVISORY POSITIONS, SHE SERVED AS STEERING COMMITTEE MEMBER OF THE HUMAN GENOME EPIDEMIOLOGY NETWORK AT THE CENTERS FOR DISEASE CONTROL (CDC). IN ADDITION, SHE WORKED AS A MEMBER OF THE MASSACHUSETTS MEDICAL SOCIETY TASK FORCE ON GENETICS AND AS MEMBER OF THE WHITEHEAD INSTITUTE TASK FORCE ON GENETIC TESTING, PRIVACY AND PUBLIC POLICY.

AS PART OF HER CONSULTING PRACTICE, MS. BLATT CURRENTLY SERVES AS THE DIRECTOR OF THE CJP BOSTON-HAIFA LIFE SCIENCES INITIATIVE (BHLSI) LAUNCHED IN JUNE 2004 ON BEHALF OF THE BOSTON-HAIFA CONNECTION, COMBINED JEWISH PHILANTHROPIES (CJP) OF GREATER BOSTON. SHE IS MARRIED WITH THREE CHILDREN AND LIVES IN WEST NEWTON, MASSACHUSETTS.



### PROFESSIONAL & COMMUNITY AFFILIATIONS/ADVISORY POSITIONS

- COMBINED JEWISH PHILANTHROPIES OF GREATER BOSTON (2005 - CURRENT) – LIFE SCIENCES PROJECT DIRECTOR; BIOTECHNOLOGY AFFINITY GROUP MEMBER
- MASSACHUSETTS GENETICS PROGRAM, MASSACHUSETTS DEPARTMENT OF PUBLIC HEALTH (1983-2004) – COORDINATOR, DIRECTOR, PUBLIC HEALTH NURSING ADVISOR
- UNITED STATES-ISRAEL SCIENCE AND TECHNOLOGY COMMISSION (USISTC) BIOTECHNOLOGY PANEL (2000-CURRENT) - COORDINATOR
- THE JOURNAL OF BIOLAW & BUSINESS WWW.BIOLAWBUSINESS.COM (1997-CURRENT) - FOUNDING EDITOR/ PUBLISHER (ACQUIRED IN 1999)
- WORLD TECHNOLOGY NETWORK (2000 – CURRENT) – MEMBER
- WHITEHEAD INSTITUTE TASK FORCE ON GENETICS AND PRIVACY (1995-2003) – MEMBER
- CDC HUMAN GENOME EPIDEMIOLOGY NETWORK (HUGENET) STEERING COMMITTEE (1998-CURRENT) – MEMBER
- SOCIAL & ETHICAL CONCERNS COMMITTEE, NEW ENGLAND REGIONAL GENETICS GROUP (1992-2001) –CHAIR
- MASSACHUSETTS MEDICAL SOCIETY (MMS) TASK FORCE ON GENETICS, PRIVACY, CONFIDENTIALITY (1998-1999) – MEMBER
- WGBH ADVISORY BOARD, SECRET OF LIFE (1992-1993) – MEMBER
- ALEF BET CHILD CARE CENTER, (1988-1992) - FOUNDER AND PRESIDENT

### ACADEMIC APPOINTMENTS

- OFFICER/ADJUNCT LECTURER, HARVARD SCHOOL OF PUBLIC HEALTH (1999-CURRENT)
- RESEARCH ASSOCIATE, DIVISION OF SOCIAL SCIENCE, ETHICS AND LAW, THE SHRIVER CENTER (1996)
- COURSE DEVELOPER/DISTANCE LEARNING INSTRUCTOR, MASSACHUSETTS CENTER FOR EDUCATIONAL TELECOMMUNICATIONS (1992-1995)

### RESEARCH GRANTS

- GRANT WRITING AND RESPONSE TO RFPS; LEAD RESPONSIBILITY AS CO-INVESTIGATOR AND PROJECT DIRECTOR ON A NUMBER OF FEDERAL RESEARCH GRANTS, INCLUDING PROJECTS FUNDED BY THE NATIONAL INSTITUTES OF HEALTH (NIH) AND THE US DEPARTMENT OF ENERGY (DOE) NATIONAL CENTER FOR HUMAN GENOME RESEARCH/ETHICAL, LEGAL AND SOCIAL IMPLICATIONS PROGRAM; CO-INVESTIGATOR AND PROJECT DIRECTOR FOR A TWO-YEAR FEDERALLY-FUNDED GENETICS STRATEGIC PLANNING GRANT.

### EDUCATION

- BOSTON UNIVERSITY SCHOOL OF PUBLIC HEALTH, MASTER OF PUBLIC HEALTH (1983)
- MASSACHUSETTS GENERAL HOSPITAL, DIPLOMA IN NURSING (1981)
- HAMPSHIRE COLLEGE, BACHELOR OF ARTS (1978)

### LICENSURE AND CERTIFICATION

- TEACHING CERTIFICATE (10/08/79) (MASSACHUSETTS DEPARTMENT OF EDUCATION; REG. NO. 0239730)
- REGISTERED NURSE (12/28/82) (COMMONWEALTH OF MASSACHUSETTS; REG. NO. 156843)

### MAJOR INTERESTS

- GLOBAL STRATEGIC PLANNING & POSITIONING IN LIFE SCIENCES
- CROSS-BORDER BUSINESS DEVELOPMENT AND ALLIANCE FORMATION
- MARKETING & COMMUNICATIONS
- CUSTOMIZED PUBLISHING

### CLIENT LIST (PARTIAL)

- COMBINED JEWISH PHILANTHROPIES (CJP)
- US DEPARTMENT OF COMMERCE/US-ISRAEL SCIENCE
- TECHNION INSTITUTE OF MANAGEMENT (TIM)
- BROWN RUDNICK (INTERNATIONAL LAW FIRM)
- IDG/BIO-IT
- PFIZER
- ASPEN LAW & BUSINESS
- BIOTECH CENTERS OF EXCELLENCE
- INTEGRATED GENETICS
- DECISION RESOURCES