



Fireside Chat
Meet & Greet with Robyn Kisrow
December 13, 2023

NOTHING
WORKS
LIKE
SERUM

INTERNATIONAL SERUM
INDUSTRY ASSOCIATION

About Me



Personal Snapshot

- Married for 20 years to Kell, 8-year-old daughter Ryleigh
- Live in the Dallas/Fort Worth, TX metro (since 2008)



Education

- BS, Biology
- MBA, Business Studies



Critical Skills

- Skilled communicator & connector
- Resilient and level-headed



What Fuels Me

- Providing value to scientific community, i.e. making a difference
- Desire to combine strategy with execution



Career Timeline and Highlights

GMP QC Scientist
EHS/Compliance
Product Management
Sales

Sigma-Aldrich

2001

2015

MilliporeSigma

Field Marketing
Marketing Leader
Regional Sales Leader
Distributor Sales Leader

Global Sales Leader
Sales Support Leader
Marketing Leader
Business Strategy

HemaCare
(Charles River
Labs)

2018

Abcam

Americas Sales Leader
E-Commerce
Distributor Sales
Commercial Strategy

2021

Global Sales Leader
Multiple Business Units
Business Strategy
Acquisition Support

BioIVT

2022

2023

ISIA

Advocacy & Education
Strategy & Execution
Process Improvement
Value Communication

- **22 years** in the life sciences
- Over **10 years of people leadership**, with teams as large as 60
- Constant expectations to **lead and produce by managing through influence**
- Responsible for **revenues in excess of \$200M**
- Responsible for **operating budgets in excess of \$4M**
- Multiple experiences in **highly regulated environments**
- Experience in **small (75 people), mid-size (700 people) and large (30K people) organizations**
- **Diverse, relevant experiences** across organizational functions and with a **global footprint**
- Multiple roles “touching” **serum** (human and animal)

Bringing the Initial Priorities Together

Study the past and work in the present

Immersion with the Board of Directors, outgoing CEO, Director of Administration, focus on developing key relationships

Leverage skills and identify gaps

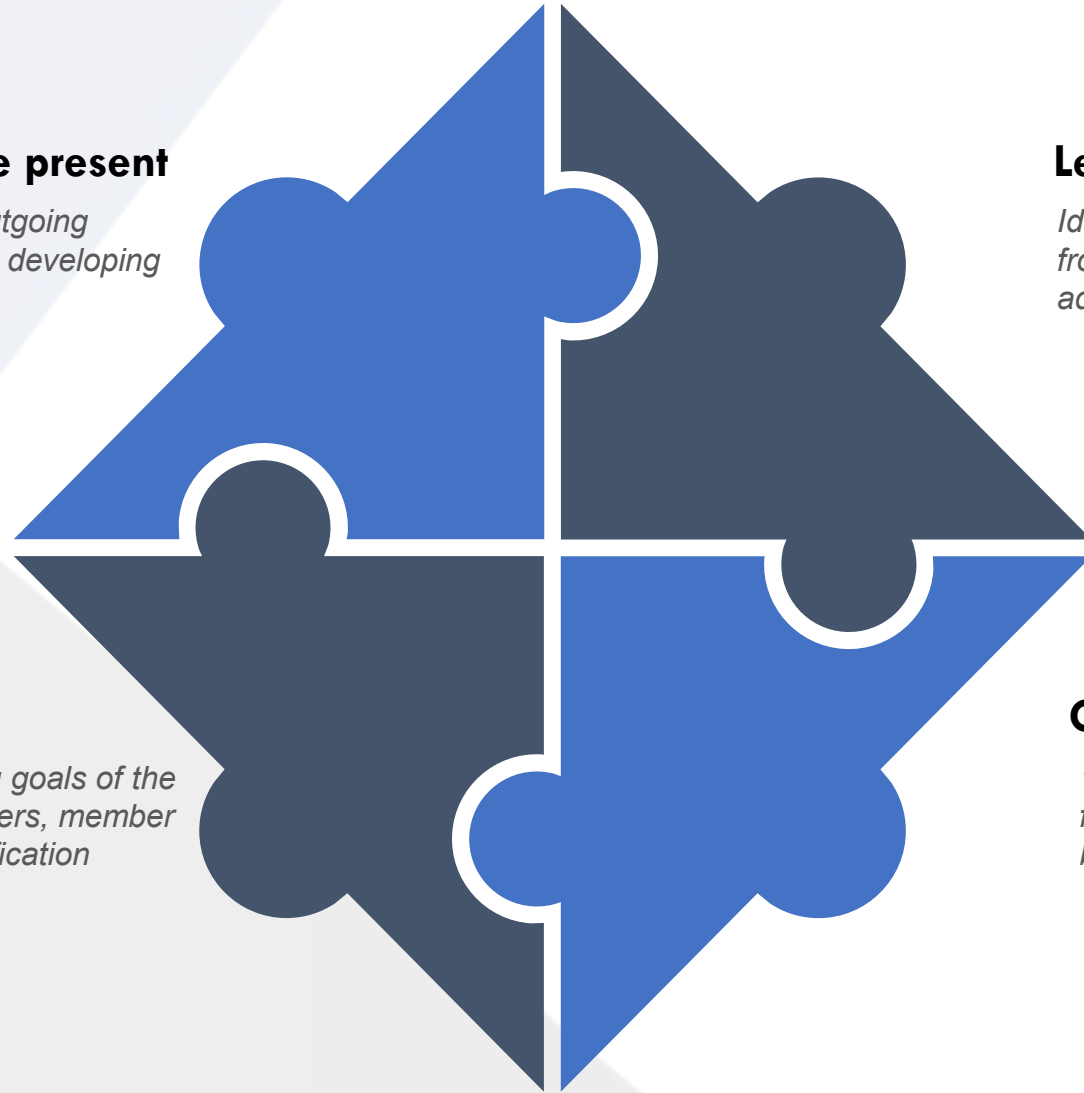
Identify immediate areas of support/contribution from my experience, construct action plans to address any identified gaps

Reinforce, not rebuild

Use new insights to enhance the existing goals of the Association – reaching/educating end users, member participation/expansion, traceability certification

Conduct voice of association study

1:1 meetings with every member, share targeted feedback, define current value and opportunities to build value for all members



Any Questions?

- Feel free to ask questions in a couple of different ways:
 - Raise your hand, and Kathryn or I will call on you (you will need to unmute yourself at that time)
 - Type into the chat, and Kathryn or I will read it and address it
- If you think of questions later, please reach out!
 - rkisrow@serumindustry.org
 - kpaganilee@serumindustry.org

