

# Gregory M. Banik, Ph.D.

+1.215.272.1166 | greg@gregbanik.com | [www.linkedin.com/in/gregorybanik](http://www.linkedin.com/in/gregorybanik)

## EDUCATION

PH.D., M.S., Northwestern University  
B.A., Grinnell College  
MBA COURSEWORK, The Univ. of Chicago  
MBA COURSEWORK, Temple University

## EDITORIAL

CO-EDITOR, *ACS Guide to Scholarly Communication*, Gregory M. Banik, Grace Baysinger, Prashant Kamat, and Norbert Pienta, Editors - ACS PUBLICATIONS (2018 to Present)

## AFFILIATIONS

UNITED STATES PHARMACOPEIA (USP)  
*Pharmaceutical Quality Advisory Group*  
- Member (2021 to present)

### AMERICAN CHEMICAL SOCIETY (ACS)

*Division of Chemical Information*  
- Division Chair (2011)  
- Fundraising Chair (2009 to 2010)  
- Member (1991 to Present)  
*Division of Analytical Chemistry, Computers in Chemistry Division*  
- Member (1991 to Present)

### INTERNATIONAL UNION OF PURE AND APPLIED CHEMISTRY (IUPAC)

*Committee on Publications and Cheminformatics Data Standards*  
- Elected Member, (2020 to 2023)  
*Subcommittee on Cheminformatics Data Standards*  
- Member (2016 to Present)

### SOCIETY FOR APPLIED SPECTROSCOPY

- Member (2016 to Present)

### COBLENTZ SOCIETY

- Member (2016 to Present)

### VIDOCQ SOCIETY

- Member (2013 to Present)

## LANGUAGES

ENGLISH – Native Proficiency  
JAPANESE – Elementary Proficiency  
GERMAN – Elementary Proficiency  
FRENCH – Elementary Proficiency

## Visionary Executive Credited with Accelerating Organizational Vision, Growth, Profitability & Success in Scientific, Technical, and Medical (STM) Environments

Strategic and high impact industry expert and visionary leader driving new software and informatics products for applications in chemical, pharmaceutical, spectroscopic, and forensic industries. A strategic decision maker who acts as a trusted business partner to executives in areas of international business growth, product development, global business development, as well as sales, marketing, and acquisitions. A change agent who guides organizational and product transformation, ensuring the creation of a solid foundation that enables and fosters long term strategic and tactical plans that build stakeholder value. A seasoned professional who creates and executes compelling go-to-market strategies including social media marketing (SMM), search engine marketing (SEM), and search engine optimization (SEO) to drive brand awareness across sales channels, partners, and clientele.

## Career Highlights & Achievements

- Conceptualized and launched the award-winning *KnowItAll* spectroscopy software and online spectral database subscription product line after strategically overhauling and refocusing the Division's entire product portfolio to deliver top and bottom-line results.
- Conceived, developed, and launched the *ID Expert* software and database solution to easily identify unknown samples in response to a major market demographic change.
- Significantly improved Informatics Division's product portfolio and web presence by conceiving and launching the *SpectraBase* cloud-based spectral repository using cutting-edge Search Engine Optimization (SEO) methods.
- Increased Informatics Division's product offerings as well as global sales reach by strategically developing key partnerships with technology suppliers, data producers, and distributors.

## LEADERSHIP EXPERIENCE

**Vice President, Operations | CELLPORT SOFTWARE | Exton, PA 2021 - Present**  
CellPort Software's secure, compliant, SaaS-based application suite brings about the digital transformation of cell culture, cell banking, and cell manufacturing in CROs, CMOs, research institutions, bio-pharma companies and regulatory authorities in R&D, GLP, and GMP settings. The Vice President, Operations is responsible for all Sales, Marketing, Business Development, Strategic Planning, and Software Development activities. Executed a go-to-market launch for the startup company in less than two months.

### Managing Director | STMATICS LLC | Philadelphia, PA 2020 - 2021

STMatrics provides informatics consulting services for Scientific, Technical, and Medical (STM) software, analytical instrument, medical device, and publishing companies. Current and recent projects include business development, market research and strategic planning, software and database development for biological, chemical, and spectral information, U.S. NSF Small Business Innovation Research (SBIR) grant applications, Laboratory Information Management (LIMS) systems, deep learning AI for classification of unknown spectra including novel psychoactive substances ("designer drugs"), startup management consulting, and web-based spectral and biological information database systems.

**LEADERSHIP EXPERIENCE – CONTINUED****General Manager | BIO-RAD INFORMATICS DIVISION | Philadelphia, PA 1999 - 2020**

Executed an organizational vision to completely transform Division performance from a downward trend post-acquisition to a growing and profitable venture by putting in place plans to develop what are now top-selling products. Spearheaded global product development, marketing, business development, and sales operations for a world leader in business-to-business Software as a Service (SaaS) with applications in chemical, polymer, pharmaceutical, automotive, aerospace, forensic, and analytical instrumentation industries.

**Key Contributions & Accomplishments:**

- Bridged communication gaps across departments to address product development issues and inquiries and devise go-to-market plans on an international scale.
- Assessed usability and consumer comments to add more features and benefits to the software while simultaneously transforming the software into a more user-friendly platform.
- Manage P&L and cost control over all areas of operations including sales, marketing, market research, business development, software development, database development, finance, human resources, facilities, IT, and production.
- Devise targeted go-to-market strategies across website marketing, social media marketing, search engine marketing, customer training, web seminars, live events, tradeshow, print advertising, public relations, and collateral materials to reach customers and create a competitive advantage in the industry.
- Established a positive and progressive work culture to drive continuous improvement and quality outcomes.

**Director of Business Development | MOLECULAR SIMULATIONS, INC. (MSI) | San Diego, CA 1998 - 1999**

Led business development initiatives for overall company growth of a market leader in delivering software solutions in molecular modeling and simulation to thousands of customers worldwide.

**Key Contributions & Accomplishments:**

- Built a strong rapport to establish and cultivate various third-party alliances with technology collaborations, including joint marketing relationships and distribution agreements.
- Paved the path for long-term planning and identification of possible merger and acquisition candidates, including Synposys, which was acquired after departure from MSI.

**Director of Marketing and Product Management | UMI | Ann Arbor, MI 1995 - 1997**

Oversaw all marketing and product management personnel to direct operations across marketing, strategic and business planning, market research, competitive intelligence, product development, marketing communications, and P&L for the startup Corporate and International Division of a market leader in electronic publishing and database services.

**Key Contributions & Accomplishments:**

- Planned and administered Division P&L and increased Division revenue by 75% from \$40M to \$70M+.
- Saved \$3M while improving market share and leveraging UMI's corporate content distribution by integrating all marketing and product management functions into UMI post-acquisition of DataTimes, an online news and financial data provider.
- Realigned division goals with high opportunity vertical segments of the corporate market within telecommunications and computing that positioned UMI with competitive, differentiated products resulting in market-focused strategy, increased brand awareness, market share, and price margins.
- Exceeded \$3M in proposals in only four months after developing a unique Intranet product offering, *ProQuest Director*, to strategically differentiate UMI.

**New Product Manager, Chemical Information Products | ISI | Philadelphia, PA 1993 - 1995**

Responsible for the global R&D of all new information products for pharmaceutical, chemical, and biotech market segments. Duties as part of the start-up New Product Management Group included product management, strategic planning, and market research.

**Key Contributions & Accomplishments:**

- Developed and introduced a new chemical information product, the Reaction Citation Index (RCI) that merged chemical reaction data with the chemical literature. The strategically significant product differentiated ISI's commodity reaction database by leveraging it against ISI's unique Science Citation Index and was the inspiration for Thomson Reuter's strategically critical Web of Science product line.

**Scientific Information Manager | ABBOTT LABORATORIES | North Chicago, IL 1990 - 1993**

Oversaw all chemical information systems and staff in Abbott's Pharmaceutical Products Division R&D drug sample section as well as the \$800M inventory of proprietary research samples.

**Key Contributions & Accomplishments:**

- Managed the staff of nine programmer/analysts, data entry technicians, and sample technicians responsible for creating and operating systems for chemical and biological testing information.
- Directed a two-year project for the complete redesign of all data structures, Oracle and MDL data input systems, and search and retrieval systems for all corporate proprietary chemical information.