

EXECUTIVE PROFILE

HISTORY OF SUCCESS – Facilitated revenue growth through effective strategy creation and execution. Acted as program and project portfolio manager, evaluating products for acquisition, improving processes, and managing business development efforts for precision fermentation for Agriculture and Animal Sciences. Coordinated research efforts that resulted in commercializing products ahead of schedule. Designed strategic execution plans and oversaw high-profile projects. Co-developed marketing collateral, communications, and investor documents for successful fundraising rounds.

OPERATIONS EXPERTISE – Highly adept in developing strategic plans and subsequent strategy execution, experienced in collaborative positions that rely on cross functional participation with legal, regulatory, marketing, R&D, and sales, and marketing and creative, continuous improvement project manager that prioritizes optimizing internal and external workflows, utilizes data analysis to support decision-making, incorporates corporate vision and mission into the day-to-day tasks group dynamics.

QUALIFICATIONS – MS in Animal Science, MBA in Interdisciplinary Business, BS in Animal Science. Strong background in animal science, AgTech, fermentation, biologicals, microbiology, business strategy, and ESG development and reporting.

CORE COMPETENCIES – Strategy creation and implementation at business unit and sub-team levels, execution of ESG targets, team leadership and accountability, policy and procedural design, process optimization, marketing strategy and execution, inside sales support, public speaking, data analysis, staff development.

PROFESSIONAL EXPERIENCE

LOCUS FERMENTATION SOLUTIONS, Cleveland, OH / Remote

November 2021 – October 2023

Special Projects Manager – Science

Special Projects Manager and Executive Assistant to Ag and AN CEO

Simultaneously oversaw multiple programs and projects for a microorganism-based green technology startup. Led project teams as large as 14 people and indirectly managed teams from R&D, product, sales, marketing, legal, and executive teams to drive business growth, deliver new product offerings, and improve operational performance. Analyzed technical and business insights data to prepare pitch decks for investors and summary decks for the board of directors. Co-developed brand image and messaging for both animal nutrition (AN) and agriculture (Ag) divisions. Unofficial chief of staff to CEO which ultimately led to the promotion to executive assistant. Regularly worked with legal in developing contracts for various business development operations.

Key Accomplishments:

- Managed multiple business development relationships with leading food and beverage companies in both Ag and AN.
- Managed critical path animal trials and saved >\$100,000 by improving procedures, while preventing \$300,000 in potential losses. Designed and initiated experiments to validate work, saving >6 months of experimental time.
- Created a business development package to drive feed additive revenue. Directed science team on deliverables, developed prototype and product development requirements, aligned science with customer insights, and provided ROI assessments.
- Saved Animal Nutrition division >\$50,000 by acting as a program manager to align priorities and deliverables. Owned timelines, product lifecycles, go-to-market strategy, primary liaison between potential strategic partners, developed pitch decks, and participated in a due diligence inquiry for a potential merger.
- Streamlined workflows relating to the preparation and delivery of materials to the executive team, resulting in improved decision-making capabilities and potential new business opportunities.
- Reduced need for at least 4 additional headcounts by working closely with multiple teams. Supported marketing to develop slide decks, written communications, and digital content; supported inside and outside sales by utilizing and revamping NetSuite; managed environmental platforms team to develop Scope 1 and Scope 3 projects within the frameworks set forth by organizations like SBTi, SASB, GRI, TCFD.
- Managed a team that overhauled the customer relationship manager (CRM). Resulted in first ever sales report that included lead conversion, revenue to cost ratios, impact of discount program, and product lifecycle analyses. This project enabled the first sales bonus structure, ROI report for marketing, and established company-wide best practices.

NOVOZYMES BIOLOGICALS, Salem, VA

July 2014 – October 2021

Senior Research Associate (Technical Lead, Project Coordinator), BioAg Division (August 2016 - October 2021)

Research Associate II (July 2014 - August 2016)

Developed and executed experiments and participated in a pilot business development project within the companion animal business unit. Planned and led over 100 experiments for early innovation and late-stage initiatives, supported 3 technology launches in the APAC region. Evaluated potential products for acquisition and articulated next steps to management. Carried out label claim testing and other regulatory requirements. Coordinated external experiments through contract research organizations. Routinely identified gaps between R&D and business development and successfully developed solutions to close gaps.

Key Accomplishments:

- Served as the Animal Nutrition Lead for a special project to evaluate novel enzymes and microbes for companion animal health uses. Managed trials, coordinated external research partner, and procured supplies. Helped deliver an innovative prototype in the first year. Improved project efficiency by instituting Agile procedures.
 - Aided business growth by communicating with partner companies regarding ongoing joint research projects.
 - Saved FTE's by implementing new statistical tools, such as ANOVA, Latin square, and mixed models. This resulted in significant annual cost savings.
 - Saved >6 months in establishing a new program ahead of schedule by developing and validating new assays, acquiring materials and equipment, training team members including incoming program manager.
 - Key member of a team that redefined shelf-life stability. Performed statistical analysis, procedure redesign, study development, and data evaluation. Completed project 18 months ahead of schedule to enable on time product release.
 - Spearheaded a new program that bridged a gap between short and long-term experiments. Time saves of at least a year in some cases.
 - Implemented a process check for field studies that caught mission critical failures before it was too late. Saved ~1 million dollars in R&D expenses.
-

EDUCATION

MBA in Management, Loyola University Maryland, Columbia, MD

MS in Animal Science, Pennsylvania State University, University Park, PA

BS in Animal Science, University of Maryland, College Park, MD

SUPPLEMENTAL INFORMATION

Certifications: Kepner-Tregoe Project Management Certification

Technical Skills: MS Office, Whimsical, LucidChart, Canva, SAS, JMP, NetSuite, Trello, Asana, Task by Microsoft (MS) Teams, Whiteboard by MS Teams, aseptic cell culturing, enzymatic/colorimetric assays, spectrophotometry, spore germination kinetics, gas chromatography, RNA/DNA extraction, gel electrophoresis, RT-qPCR, soil chemistry assays and equipment, plant-microbe interactions, plant phenotyping, basic microbiology, general greenhouse operations, plant physiology, assay development and validation, scientific method, sustainability materiality assessment, precision fermentation, *ex vivo*, *in vivo*, and *in vitro* cattle experiments, data analysis

Publications & Presentations: Complete list available on request.

Additional Work Experience: Complete list available on LinkedIn (www.linkedin.com/in/whitney-rottman-69393b44).