



## **Success Story**

Profile VP/Business Development  
Manager CEO Europe Id # : 7980

### **From Post-Doctoral Student to Startup CEO : Helping out New Talent Take the Business Plunge**

My area of specialization has long been helping US, PR or EU-based organizations expand into new, greenfield territories. The process I use in such exercises is structured and well-honed - expansion is a logical, knowledge-intensive exercise where every individual step must be completed in full and in time before the next step ensues. I always take on responsibility for the first operational steps in the new territory - most often across the board (e.g. [www.biosample.com](http://www.biosample.com) and others), on occasion in specific areas only.

This *methodology* applies not only to widely different fields - I have used it successfully with companies in fields as different as software (such as BPM and ERM), and biotech - but it is also suitable for organizations at very different stages of their lifecycles. Rather the usual expansion exercise of a pre-existing organization, I would like to describe here how a classic expansion process may be put to use to start a successful new business from scratch.

When I met Dr. Stefanie Frey, who had just written a book and successfully completed her Ph.D, she knew she wanted to be in business, but was not quite sure how. It therefore stood to reason that I'd suggest that she start her own global company and become its CEO. Because the Halls of Academe do not quite prepare for the rough and tumble of corporate life and for the real-life pain of bills and deadlines, I committed unstinted time and attention towards putting the new venture on its way - against equity in the new Company.

Dr. Frey's area of interest was security, a field which in the current zeitgeist I felt would provide traction. The first thing I did was call round the clock skunkworks to create a viable original concept, and branding. I then accompanied Stefanie in the key steps of a company's launch: legal incorporation, marcomms, alliances, accreditation initiatives, localization, and more. To complement the new Company's intellectual capital and IP, we negotiated with prospective complementary organizations in countries as far apart as Israel, Denmark and Switzerland. At the outset, I led the negotiations and stressed the details which must be looked at in any negotiation exercise - the seemingly innocuous wordings that have the power to do so much damage in certain hypothetical situations, the off-radar potential issues that must not be ignored, and so forth.

The result can be seen at the Company's website at [www.SwissShieldCorp.com](http://www.SwissShieldCorp.com) : we developed an original metrics-based security audit and enhancement concept which provides the core foundation of what the company does. A first business alliance was struck with a Company that has developed and deploys unique proprietary security tools, and who brings to the new Company the benefits of a long field experience - and of a 'rolodex' - in the security business. In the meantime, the first orders are already coming in.

Dr. Frey is thus realizing every student's dream: leaping from Academe directly into CEO-dom, she works 18 hours a day in her own global company, in the field she has a passion for, within a fast-paced environment where she has been on a steep curve of both field learning and achievement. She can look forward to doing her bit for the world's security for many years to come.

The Company's growth and TO projections are ambitious, and I have little doubt that they will be achieved.