

South Carolina Life Sciences to Host Boot Camp on Industry Essentials September 23

Subject matter leaders from across state, nation to cover what business needs to know to thrive despite pandemic

GREENVILLE, SC, USA, September 2, 2020 /EINPresswire.com/ -- [SCBIO](#) will host a half-day virtual program September 23 -- [Life Sciences Boot Camp: Building Your Brand & Business In a Pandemic](#) – to inform and connect businesses, educators and professionals from across the state on leveraging opportunities, identifying trends and overcoming challenges that face organizations interested in tapping into [South Carolina](#)'s fastest-growing industry segment.

To be held completely online, the program will run from 8:15 a.m. until 12:15 p.m. on Wednesday, September 23rd. The program is delivered free to all SCBIO Members and Investors, and for a nominal fee of \$50 to all non-Members. Students and media may also attend free of charge. Six sessions featuring over 20 noted presenters will precede a closing Virtual Networking Session for all attendees. Confirmed topics and speakers include:

- **Search for a Cure: A National Update on the Global Pandemic** – featuring a live national report from PhRMA executive Sharon Lamberton on success in battling the COVID-19 pandemic, and what lies ahead for America
- **Marketing in a Pandemic: Building Your Brand & Your Topline** – despite the economic turndown, some businesses are enjoying even great success – and are positioning themselves for an even better future. Learn the secrets to thriving, not surviving, during and after the pandemic from Henry Pellerin of Vantage Point, Heather Hoopes-Matthews of NP Strategy and Jessica Cokins of Thorne Research
- **Best Practices in Talent Recruiting, Retention & Development** – Nephron's Lou Kennedy,



SCBIO will host a free life sciences boot camp for interested business leaders



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Sam Konduros, CEO of SCBIO

Arthrex's Jimmy Dascani and ERG's Matt Vaadi share how the state's life sciences leaders are attracting, training and retaining top talent – and offer ideas your organization can deploy right now

- Partnering Effectively with Higher Education & Research Universities – tap into the wealth of resources, knowledge and experience prevalent in the state's research universities to enhance innovation and success. Enjoy insights from Chad Hardaway of USC's Office of Economic Engagement, Michael Rusnak of MUSC's Foundation for

Research Development, and Angela Lockman of Clemson

- Leading Virtual Teams Effectively – the pandemic has showed us that working virtually is here to stay. Find out how to make your organization collaborate seamlessly, efficiently and effectively -- wherever your colleagues are located -- from Annie McCoy of ChartSpan, Andrew Collins of Alcami and Jenni Dunlap of Parker Poe

- Pivoting with a Partner: Collaborating to Grow Your Business – learn how to successfully identify and partner with other organizations to expand and enhance product/service offerings. Hear incredible stories from the teams at Zverse/Phoenix Specialty and RhythmLink, ZIAN and MUSC as they share their stories -- and how you can find your next great opportunity.

The program will end with a Virtual Networking session offering attendees to chat with leading economic development professionals including Stephanie Few of Womble Bond Dickinson, Tushar Chikhliker of Nexsen Pruet, and John Osborne of Good Growth Capital for conversations on Onshoring, Incentives, Accessing Capital and more.

To register or for more details, visit the Events page. Interested students and media members are invited to attend, with advance registration, at no cost.

SCBIO is South Carolina's investor-driven public/private economic development organization exclusively focused on building, advancing, and growing the life sciences industry in the state. The industry has an \$11.4 billion annual economic impact in the Palmetto State, with more than 675 firms directly involved and 43,000 professionals employed in the research, development and commercialization of innovative healthcare, medical device, industrial, environmental and agricultural biotech and products. The state-wide nonprofit has offices in Greenville, Columbia, and Charleston, and represents companies in the advanced medicines, medical devices, equipment, diagnostics, IT, and healthcare outcome industries. Life sciences is recognized as the fastest-growing segment of South Carolina's knowledge economy.

For additional information on SCBIO, visit www.SCBIO.org.

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