

DR. HEIDRUN FLAADT CERVINI

CURRICULUM VITAE



I studied Biology at the University of Constance where I also completed my PhD. After my postdoctoral studies at Ecole Normale Supérieure in Paris, I attended Management Education in Zurich. I then served as COO of Diagene, a spin-off company at University of Basel. During that time the company completed the first capital round. Driven by my interest for Technology Transfer, I took over a position at the Office of Technology Transfer (OTT) at the University of Basel. In 2005, I started to build up a new OTT at EMPA in Dübendorf which I headed until end of 2007. In 2008, I moved to Ticino to join my husband and received a mandate from Prof. Dr. Piero Martinoli, former president of the Università della Svizzera italiana (Lugano) to create new Executive Programs in the field of Bio- and MedTech Entrepreneurship. Among others, I developed and implemented the BioBusiness, the MedTech Business and the eHealth Business programs. I am now the director of CASE BioMed, Center of Advanced Studies on Entrepreneurship in BioMedicine at USI.

CONTACT

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LANGUAGES

German: Native speaker

English: Fluent

French: Fluent

Italian: Good

PROFESSIONAL TRACK RECORD

SCIENTIFIC AND MANAGING DIRECTOR | Since 2008
Center of Advanced Studies on Entrepreneurship in BioMedicine
(CASE BioMed), Università della Svizzera italiana,
Faculty of Biomedical Sciences

Main activities: Development and implementation of new advanced
programs in the field of Life Science Entrepreneurship

HEAD TECHNOLOGY TRANSFER | 2005 - 2007
Empa, Dübendorf

Main activities: Organization of a new Technology Transfer Office
including the implementation of the strategic TT directions and the
operational management of the TT projects

PROJECTLEADER | 2003 - 2004
Technology Transfer Office at the University of Basel

Main activities: Search and evaluation of new technologies
(technology-scouting), licensing, project management,
TT contracts with third parties

COO | 2001 - 2002
DiaGene AG, Basel

Main activities: Marketing & Sales, Redaction of the Business Plan,
Corporate Identity/Positioning, Leading a team of 3 employees

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FELLOWSHIPS

Training and Mobility of Researchers, Marie Curie Fellowships, | 1996 - 1998
European Union, (4% of the applicants received this fellowship)

Landesgraduiertenförderung des Landes Baden-Württemberg | 1991 - 1994

ADDITIONAL EXPERIENCES

Teaching and training of graduate students, University of Constance | 1991 - 1994

Freelance writer for the daily press | 1983 – 1984

INTERESTS

Nature, art and music, cultural diversity

ACADEMIC QUALIFICATIONS

POSTDOCTORAL SCIENTIST | 1996 - 1999
Ecole Normale Supérieure, Paris

Research subject: Hair follicle stem cells as target of carcinogenic papillomaviruses

PHD STUDENT | 1991 - 1996
University of Constance

Dissertation: The role of Calcium in signal transduction in Dictyostelium after chemotactic stimulation with cAMP (with great honor)

DIPLOMA THESIS | 1990 - 1991
University of Constance

Topic: Permeabilisation of Dictyostelium cells and measurement of the calcium concentration (top grade 1.0)

UNIVERSITY STUDIES IN BIOLOGY | 1984 - 1989
University of Constance

Topics: Biochemistry, Molecular Genetics, Developmental Physiology, Microbiology (top grade 1.0)

MANAGEMENT DEVELOPMENT

PATENTS | 2006
Forum Institute, Köln
Licensing and Negotiations, LES, Brüssel

INTRODUCTION TO LICENSING | 2004
Forum Institute, Köln

BUSINESS MANAGEMENT SCHOOL | 2000 - 2003
Zürich

Topics: Marketing, Management, Economics, Human resources, Business organization, Financing

PROJECT MANAGEMENT | 2003
University of Basel

INTRODUCTION TO IP RIGHTS | 2003
IGE, Berne

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BOOK

H. Flaadt Cervini & J. Dogwiler | 2018

Bio- and MedTech Entrepreneurship:
From start-up to exit

PUBLICATIONS IN JOURNALS

Flaadt et al., (1992)
Eur. J. Cell Biol. 57, p. 23

Flaadt and Malchow (1992)
Eur. J. Cell Biol. 57, p. 24

Flaadt et al., (1993)
J. Cell Sci. 105, 1131-1135

Flaadt et al., (2000)
J. Biosci. 25(3), 243-52

Flaadt (2001)
Primary Care, 1, No 13

Flaadt (2001)
Schweizerische Aerztezeitung, No 24

Flaadt and Miserez (2002)
Swiss Medical Forum, 5

Flaadt and Vander Muehll (2003)
Innovationstransfer zwischen
Universitäten und Fachhochschulen

PROFESSIONAL EXPERIENCES

EXECUTIVE EDUCATION IN LIFE SCIENCE ENTREPRENEURSHIP

Development (format/content/teaching faculty, national and international recognition) and implementation of new comprehensive advanced programs on Life Science Entrepreneurship (BioBusiness, MedTech Business, eHealth Business) based on a global market research to identify needs and niches in the global executive training market. Establishment of a collaboration with the MIT Life Science Angels in Boston. Creation of the Center of Advanced Studies on Entrepreneurship in BioMedicine (CASE BioMed), an autonomous and integrated unit (<https://www.biomed.usi.ch/it/studiare/center-advanced-studies-entrepreneurship-in-biomedicine>) within the Faculty of Biomedical Sciences at Università della Svizzera italiana. Editing the accompanying book to the BioBusiness and MedTech Business programs (<http://www.bioandmedtechentrepreneurship.ch>).

BUSINESS

Redaction of the business plan (1st capital round) of a start-up company. Management of technology transfer projects including licensing and/or transfer of technologies to industry. Cost calculations of different customer services. SWOT analyses. Competition analyses for diagnostic services (European market). Elaboration and implementation of the corporate identity and positioning of a start-up company.

MARKETING

Development of a marketing mix for executive education programs (press articles, mailings, newsletters, flyers, brochures, websites etc.). Definition/implementation of the marketing mix for diagnostic services. Co-marketing projects with pharmaceutical companies/private laboratories. Oral presentations.

PR

Various publications in different health care journals and the press. Organization of TV spots in the Swiss public television to promote the services of a start-up company.

LEADERSHIP

Development/management of international teaching faculties (with 75 different instructors) composed of serial life science entrepreneurs, industry experts and investors from Europe and the US. Recruitment/training of employees. Leading teams of employees.

TECHNOLOGY TRANSFER (TT)

Organization of a new TT office. Implementation of strategic TT directions. Management of various TT projects. Technology scouting. Negotiation of TT Agreements with industry (CDAs; MTAs, Licensing Agreements, CTI contracts etc. Management of a portfolio of 50 different patents.

FUNDRAISING

Raising external funds to fully finance an autonomous center for executive training in life science entrepreneurship

COLLABORATIONS

Establishment of many collaborations with the (pharmaceutical) industry, foundations, associations and government agencies