

Erika Swift, MBA, MHA

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EDUCATION

Masters of Health Administration (4.0 GPA)

The Pennsylvania State University | Harrisburg, PA

Masters of Business Administration (Cum Laude)

Concentration in Marketing

York College of Pennsylvania | York, PA

Bachelor of Science, Marketing (with Honors)

Concentration in International Business

Bloomsburg University | Bloomsburg, PA

EXPERIENCE

Penn State College of Medicine, Hershey, PA

Director, Center for Medical Innovation

2020 – PRESENT

Associate Director, Center for Medical Innovation

2017 – 2020

- Led the Center for Medical Innovation to achieve its strategic goals and objectives by developing programs to stimulate innovation and advance translational research towards commercialization; developing, hosting, and moderating educational seminars, networking events, and tech tournaments; engaging industry partners to identify collaborators/licensees; and engaging donors and internal/external advisor board members on Center's outcomes and future growth ideation.
- Lead and direct the Center for Medical Innovation's messaging to internal and external audiences, as appropriate, to promote the Center's programs, services, events, and outcomes.
- Direct and manage the Center's staff focusing on team cohesion by establishing an environment of mutual respect, inclusion, and open communication. Nurture the development of the CMI staff by aligning each member's professional goals with the needs/mission of the organization, providing opportunities for growth and distinction, and ensuring effort and achievements are recognized.
- Serve on the College of Medicine's Strategic Planning Committee for Goal 1; serve on the College of Medicine's Conflict of Interest Committee and serve as the College of Medicine representative at the University's Patent Review Committee.
- Led the 2020 NIH I-Corps@NCATS regional short course cohort that was funded through a supplemental CTSI award. Served as a business mentor for multiple I-Corps@NCATS short course cohorts to educate innovators on customer discovery and human centered design thinking.
- 2019 Technology Council of Central PA "Women in Technology" Healthcare Innovation Finalist

Co-Director MASC Initiative (Manufacturing and Sterilization to address COVID-19)

2020-2021

- Managed a community of Engineers, Clinicians, and Health Care Administrators to manage the supply chain shortages within Penn State Health System and regional long-term care facilities.
- Provided project management to the MASC Solution Center to:
 - Receive identified problems & generated solutions through rapid iterations,
 - Obtain health system leadership's approval to manufacture & deploy solutions

- Partnered with regional/national manufacturers to produce and deploy solutions
- Managed a quality control system in line with FDA Emergency Use Authorization requirements.

Interim Director, Office of Technology Development

2016 – 2017

- Directed and managed the office staff during the Director's unexpected leave of absence.
- Led a process improvement initiative related to non-financial agreements that resulted in reducing the processing time (in-take to execution) by more than 50% and significantly improved researcher/research staff compliance of non-financial agreements.
- Supported on-site visits from life science companies to encourage industry collaboration.
- Coached innovative faculty to create successful start-ups attracting management and funding.

Associate Director, Office of Technology Development

2015 – 2016

- Led the expansion of the award-winning Penn State Innovation Café networking platform to engage Commonwealth campuses by creating multi-disciplinary events that resulted in significant growth.
- Instituted dashboard metrics and monthly reporting to the Vice Dean of Research and Graduate Studies. Based on the template generated, reports are now required by all departments.
- Created the Office of Technology Development's presentations and web content to facilitate PI engagement and educate researchers/students on the innovation process and services available.

BioStrategy Partners Inc, Philadelphia, PA

President

2018 – PRESENT

- Set the strategic direction for educational and funding programs for a nonprofit consortium of academic medical centers and research institutions to foster industry-academic collaboration.
- Created an on-line presence for the education program, Practical Knowledge Series, including a library of past seminars for consortium members and life ecosystem to freely access, which increased our sponsorship for regional organizations.
- Consortium members: Temple University, Children's Hospital of Philadelphia, The Wistar Institute, Penn State University, Thomas Jefferson University, and Duke National University of Singapore.
- Negotiated agreements with new corporate and international academic consortium members.

Sharper by Design, Lititz, PA

Founder/Entrepreneur

2008 – 2015

- Established the business from the ground up after evaluating and acquiring innovative technology that would support an unmet need in the marketplace.
- Developed the company business plan, branding strategy with supportive marketing collateral, market penetration strategy, and direct-to-consumer website.
- Pioneered all new business through customer engagement and social media campaigns, building strong relationships with over 1,000 clients, including 10 schools.

CH Briggs Inc, Reading, PA

Marketing Manager

2006 – 2008

- Developed and executed a strategic plan that included new product launches, advertisement campaigns, and consumer programs, ensuring deadlines were met and budget was maintained to drive results.
- Directed and managed diverse teams, on-site & in the field, to meet strategic goals and objectives.
- Established relationships with international vendors to launch product offerings increasing business sales by \$5 million dollars in top-line revenue in the first year.

Medartis Inc, Kennett Square, PA

Marketing Manager for U.S. Operations

2005 – 2006

- Collaborated with Swiss/German teams to launch new patented medical devices in the U.S.
- Generated clinician support by organizing and executing clinical workshops and symposiums ranging from 10 to 100+ physicians.
- Designed tradeshow presence throughout the U.S. generating national interest.

- Provided surgeons and operating room staff in field support during surgical procedures.
- Trained and certified field resource on product and process knowledge.

DENTSPLY Professional, York, PA

Product Manager for Flagship brand – Cavitron™ 2004 – 2005

- Conducted nationwide customer discovery and primary market research; facilitated focus groups consisting of doctors, hygienists, and educators to lead new products team to effectively design a new ultrasonic scaling system that met target market needs.
- Worked with the Dentsply Professional Engineering team to identify new technology that could strengthen the product portfolio and advance new product projects in line with manufacturing capabilities, customer needs, and desired price points.
- Authored and executed a strategic launch plan for ultrasonic scaling systems that included a national advertisement campaign to position product offerings in the marketplace.
- Identifying new opportunities to increase business results through a new Service Program.

Woodstream Corporation Inc, Lititz, PA

Category Development Manager 2002 – 2004

- Created and executed a strategic business plan that yielded \$2 million in top-line revenue growth to a declining category within two years.
- Reposition the Victor® brand in the marketplace aligning brand messaging and visuals with the needs and wants of the target audience.
- Developed a national multi-media push/pull advertisement campaign to increase sales of consumer products at independent retailers.

International Market Development Associate 2000 – 2002

- Managed international accounts, increasing sales in four of seven target accounts in 2001; total sales lift of five percent in 24 months, reversing declining trend line.
- Led international team to implement process improvement to enable Woodstream to perform business with greater efficiency, accuracy, and velocity.

Market Development Associate 1999 – 2000

- Conducted market research, represented the company at trade shows, and developed marketing plans, packaging, and promotional displays.

SEDA -Council of Government, Lewisburg, PA 1997 – 1999

Export Department Associate

- Worked with Pennsylvania small businesses to apply for U.S. small business grants and prepared export documentation enabling them to export products to target markets.

BOARD POSITION

BioStrategy Partners, Inc – Philadelphia, PA 2016 – PRESENT

BioStrategy Partners, Inc is a 501c3 nonprofit consortium of academic medical centers and research institutes to develop and offers programs and services to foster industry-academic collaboration, aid technology development and commercialization, and contribute to the ongoing education of faculty and graduate students about the commercialization and technology transfer processes.

VOLUNTEER WORK

Pennsylvania's Department of Community & Economic Development (DCED) 2018 – 2022

Keystone Innovation Zone Coordinator: Manage the BioLaunch Keystone Innovation Zone, supporting startup companies' ability to take advantage of Pennsylvania's tax credits through marketing the KIZ program, fielding questions, evaluating a company's eligibility, onboarding companies into the program, ensuring proper semi-annual reporting, and completing end of year company certification.