

DENISE DRACE-BROWNELL

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INNOVATION AND COMMERCIALIZATION EXECUTIVE

Product Discovery • New Market Expansion • Risk Management • Business/Corporate Transformation

Visionary Chief Strategy & Innovation Executive – with extensive experience in creating economic value for diverse organizations by leveraging expertise, education, and business acumen. Proven ability to identify untapped innovation potential and identifying and building new markets. History of significant market share expansion within highly competitive and deteriorating market conditions. A leader who can form, grow, and mentor management teams to ensure the accomplishment of corporate goals. Demonstrated history of managing profitable financial performance.

CORE COMPETENCIES

- Growth Strategy Planning
- Sustainability Management
- Technology Product Opportunity
- Business Development / Transformation
- Risk Management & Crisis Control
- Strategic Communications
- High-Impact Innovation
- Artificial Intelligence Innovation
- Legal / Commercialization

PROFESSIONAL EXPERIENCE

Discovering Potential > Identifying New Markets > Producing Economic Value

DDB Technology, LLC | New York, NY

2000 – Present

Private equity and consulting boutique specializing in innovation, profitable growth / exits, and interim c-suite leadership.

Founder

Responsible for the company profile, services, and products. Invented new products and services. Assisted in innovation and monetization of client company products and services. Wrote and executed business plans. Negotiated key manufacturing arrangements. Implemented communications strategies. Negotiated and closed licensing deals.

Innovation & Product Expansion

- **\$30 million licensing MOU reached** – identified and eliminated technical design and prescription failures, invented a pioneering approach for the design and manufacture of prism lenses, identified a multibillion-dollar market, conceived a business plan, filed multiple patents, lessened risk by diversifying product line, achieved **\$27.5 million** valuation, funding offers from investors, developed software applications, AI, and algorithms to treat binocular vision disorder.
- **Earned Corporate America News Small-Cap Award** for most innovative IP management solution for artificial intelligence tools for determining structure, processes, and strategy.
- **Multimillion-dollar long-term contract problems settled with no penalty** for an API manufacturer by collaborating with the R&D team and identifying previously unevaluated business risk to the manufacturer, which minimized contract profit expectations for the manufacturer.
- **95% of the company value earned on sales** by escalating the IP portfolio value 10X via negotiation of a technology assignment agreement and filing new strategic patent applications to establish market exclusivity.

Corporate Operations & Restructures

- **47% drop in the cost of goods sold** accomplished by detecting process engineering issues and inappropriate cGMP vendor arrangements, prepared an API manufacturer for sale, and negotiated new manufacturing partnerships.
- **Ensured a timely corporate asset sale by executing Chapter 11 protection** within seven days and avoided penalties to the board; recruited and steered a team tasked with public company closure while mitigating regulatory crises, calming investor panic, and onboarding new management.
- **31% surge in corporate valuation attained** by creating the business plan, negotiating multimillion-dollar letters of intent from Japanese and European licensing partners, solving contract issues with 28 domestic and international clinical trial sites within six months, and winning four “unattainable” fixed-price manufacturing processes.

- **Negotiated an early venture offer** for underwriting \$75 million IPO for a clinical-stage pharma company, guided new business ventures, directed IP and legal strategy, and designed new corporate sales and marketing plan.
- **20% increase in prospective client base** achieved by developing and leading the intellectual property (IP) strategic conference sponsored by the Association for Corporate Growth at Yale Club.

PREVIOUS EXPERIENCE

Interpublic Group of Companies, Inc.

New York, NY

The world's largest advertising and communications services firm with 41,000 employees and \$3.1 billion in revenues.

Brand Practice President

Designed a methodology for branding healthcare IPOs and launches. Maintained complete P&L accountability. Established strategic public relations programs for corporate clients.

- **\$20 million branding business opened** via the development of a methodology for M&A, product rollouts, corporate restructurings, and IP strategy that yielded new business.
- **Originated and introduced a new services practice**, value proposition, presentation collateral, P&L development for positioning mergers, acquisitions, reorganizations, and product launches including acquisition assessments for Johnson & Johnson, and GlaxoSmithKline merger.
- **Conceived and established a marketing and public affairs program** that gained national coverage in The Wall Street Journal and top-tier metropolitan markets.
- **\$300,000 in new business realized in three months** by implementing marketing plans for biotechnology and services companies, professional medical associations, and IT clients including Playtex, Innovex, Discovery Laboratories, and Association for Professionals in Infection Control and Epidemiology.

Burson-Marsteller

New York, NY

The largest public relations firm in the world with \$275 million in revenue and operations in 81 countries.

Executive Vice President & Managing Director

Strategized and led a premier Fortune 100 company healthcare engagement with marketing, issues management, product positioning, the second-largest account in the firm.

- **\$1 billion in revenues generated in three years** and \$1 million in new billings cultivated within seven months by building stakeholder credibility, and fostering extensive media exposure to transform the brand image.
- **Reversed potential client loss and countered a generics challenge** via creation and execution of a strategic marketing plan and the first program reaching more than 100 million people in less than 60 days through numerous outlets, including NBC Nightly News, The Today Show, CNN, and the prestigious medical journal, The Lancet.
- **Obtained brand differentiation** by applying talent, energy, client engagement, and corporate and personal business acumen that led to inclusion on a select worldwide strategy team.

Foster Wheeler Corporation | Deloitte & Touche, LLP

New York, NY

An engineering, power facility construction, and remediation unit of the company with multiyear contracts exceeding \$1 billion and annual revenues of \$200 million.

Vice President of Regulatory Affairs & Joint Venture Director

Created and established a global risk management program. Led the corporate reorganization of compliance and innovated AI compliance tools. Hired and trained employees. Negotiated a joint venture with Deloitte & Touche. Built a profit center. Led the compliance deal team for the sale of the company.

- **Led turnaround and deal team for premium sale** of Enserch Environmental (formerly Ebasco) to Foster Wheeler, directing work of 22 lawyers and regulatory staff, including physicists and technical experts.
- **\$400,000 in new revenues cultivated** by conceptualizing and instituting a global risk management program, including AI systems, in 17 international locations for clients such as Allied Signal and Chevron, which evolved into a profit center within a year.
- **Multimillion-dollar bonding status garnered** from Wall Street by instigating advanced risk management programs covering risk identification, error reduction, and repeat business facilitation that doubled revenues in six years.
- **Developed strategies for litigation clients**, such as Owens-Illinois, for defending national health and safety class action suits; reengineered corporate law departments.

Akzo Nobel North America**New York, NY**

The North American division of a multinational manufacturer of pharmaceuticals (branded and generic), diagnostics, fibers, chemicals, paints, and coatings - \$2 billion in revenues, 12,000 employees, 50 plant locations.

Corporate Attorney | Legal Counsel to Board & Executive Officer

Negotiated and completed more than 100 commercial deals. Provided licensing, M&A, and legal counsel to pharmaceuticals (branded and generic), diagnostics, fibers, chemicals, coatings and manufacturing. Strategized complex litigation defenses.

- **Multibillion-dollar HIV diagnostic market penetrated** by pinpointing and resolving licensing rights with the National Cancer Institute and the FDA.
- **50% decrease in costs and exposure** from generic product liability claims nurtured by managing integration problems for a newly acquired generic drug company while discouraging new lawsuits.

Northeast Interstate Low-Level Radioactive Waste Commission**Princeton, NJ**

Appointed by the governors of New Jersey and Connecticut to head an interstate commission designated to manage and dispose of radioactive waste from inception through successful national initiatives.

Executive Director

Public Spokesperson, established the office, created all strategies and procedures, lobbied, negotiated with the federal government, mitigated volatile radiation concerns.

- **Avoided \$4.5 million in penalties and denial of access to waste disposal sites** by pharmaceuticals, utilities, and other radioactive waste generators, via formulation of a legal strategy, public/private partnerships, technical documentation, public affairs/issues management, and lobbying for, and securing passage of key legislation.

New Jersey Office of Legislative Services | Office of Administrative Law**Trenton, NJ**

The legislative and public policy counsel to the New Jersey legislature.

Associate Legislative Counsel for Energy & Environment

Drafted and negotiated vital health laws to solve visible and polarized issues. Wrote and presented speeches to increase issue understanding, hosted press conferences.

- **Solved a public utility's liability issues** tied to a major catastrophe by negotiating and drafting state energy laws including the "Public Utility Fault Determination Act."

EDUCATION & PROFESSIONAL DEVELOPMENT**Master of Public Health/Engineering**, Columbia University Medical Center's Mailman School of Public Health

A portion of program was conducted at the following institutions: Johns Hopkins Bloomberg School of Public Health, Manhattan College Graduate School of Engineering.

Wrote pivotal paper initiating climate change/health impacts program at Columbia.

Juris Doctor, Rutgers University with advanced work at the University of Pennsylvania

Attended while employed at the Philadelphia Bulletin Newspaper Company.

Instituted Computer Science and Telecommunications program, University of Illinois.**Bachelor of Science**, Advertising, University of Illinois, Phi Kappa Phi (junior year inductee.)

Optician, New York College of Technology, 2016

New Jersey & Pennsylvania Bar Association, Member

United States Federal District Court, Member

Advisor, MIT, Venture Mentoring Program

Board Member, ZS Genetics, Inc.

Board Member, New York Children's Vision Coalition

Board Member, University of Illinois – College of Media

National Board Member, Learning Ally