

Joanna C. Nathan

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EDUCATION

- RICE UNIVERSITY** **HOUSTON, TX**
- 2017-2019 **Master of Business Administration** | Concentration in Finance
Crownover Scholar | Student Association President | M.A. Wright Award for Leadership
- 2011-2012 **Master of Bioengineering**
Conducted research on novel medical devices with the Texas Heart Institute
- 2008-2011 **Bachelor of Science in Bioengineering**
Developed novel defibrillator in capstone design, won Houston Press's Best Medical Breakthrough Award



WORK EXPERIENCE

- Early-stage investor, entrepreneur, and innovation ecosystem builder. Experience with startups and technologies in the fields of cardiology, general surgery, nanotechnology, pediatric surgery, oncology, and women's health.*
- Oct 2018-Present **JOHNSON & JOHNSON CENTER FOR DEVICE INNOVATION** **HOUSTON, TX**
J&J + Texas Medical Center collaboration to accelerate breakthrough medical technologies
Manager, New Ventures
- Lead New Ventures portfolio: sourcing, conducting due diligence on, and negotiating deal terms with medical device startups for startup residency
 - Built portfolio of seven resident startups over 2019-2021; venture creation of two spin-out companies
 - Serve as entrepreneur-in-residence and strategic advisor to J&J spinout companies and resident startups
 - Facilitate new concept development for internal J&J projects
 - Build and leverage partnerships with academic institutions and hospitals for new concept development
- Mar 2018-Oct 2018 **MERCURY FUND** **HOUSTON, TX**
early-stage venture capital fund targeting tech innovation in the US mid-continent
Venture Fellow
- Sourced new investment opportunities in next-gen enterprise software, cloud biology, intelligent manufacturing, and improved consumer targeting platforms
 - Prepared investment memoranda and financial models to build consensus for partners to invest in startups in the gut microbiome and specialized electronics manufacturing spaces
 - Represented the fund on a working board for City of Houston to champion and grow local innovation ecosystem
- 2013-2017 **SARANAS** **HOUSTON, TX**
cardiology medical device startup: bleeding complication detection
Director of Business Development (Mar 2016 - Dec 2017)
- Sourced lead investor syndicate: \$7.4M invested to date out of \$8.2M total raised
 - Developed go-to-market and regulatory strategy for product launch in 2018
 - Created pitch decks and due diligence materials. Pitched to 60+ investor groups over 3 investment rounds
- Director of Product Development** (Jan 2013 - Mar 2016)
- Oversaw design and execution of over 30 large animal studies while generating \$350K in cost-savings
 - Led external product development firm projects with total budget of \$2.6M
- 2011-2013 **TEXAS HEART INSTITUTE** **HOUSTON, TX**
electrophysiology clinical research & innovation
Research Engineer
- Designed and executed clinical and pre-clinical studies for 15 novel medical device research projects
 - Led department's grant writing and technical writing efforts. Published 2 patents and 3 manuscripts



LEADERSHIP & SERVICE

- 2012-Present **ENVENTURE** **HOUSTON, TX**
entrepreneurship education non-profit
Founder, Board Member
- Founded non-profit organization focused on training the next generation of medical innovators
 - 1,700+ members, 200+ events, and 6 startups (>\$5M raised) launched through programs to date
 - Developed an annual 7 part innovation curriculum taught by local life science startup leaders
 - Launched a startup consulting program that generates over \$100K in annual revenue
- 2018-Present **RICE ENGINEERING ALUMNI** **HOUSTON, TX**
oldest alumni affinity group at Rice University
President, Board of Directors
- AWARDS**
- 2019 **Poets & Quants World's Best & Brightest MBAs: Rice MBA**
- 2011 **M.A. Wright Award for Leadership & Exemplary Service; Commencement Student Speaker: Rice MBA**
- 2018 **Venture Capital Investment Competition 1st Place Southern Region: Rice MBA**
- 2016 **MD + DI Medtech's Rising Stars: Saranas**
- 2014 **Gill Foundation of Texas Entrepreneurship Honorarium: Enventure**



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| Jan 2021- Present | NATIONAL INSTITUTES OF HEALTH (NIH): RADx <i>initiative to speed development of COVID-19 testing technologies</i> consultant <ul style="list-style-type: none">• Building a coalition of vetted delivery channel partners to facilitate efficient use of the new testing capacity generated by NIH RADx portfolio companies• Customer exploration and interviews of underserved populations: tribal health, rural populations, Historically Black Colleges and Universities and Minority Serving Institutions | BETHESDA, MD |
| Nov 2019- Present | NUCORE MEDICAL <i>oncology medical device startup: minimally invasive surgery for lung cancer</i> co-founder <ul style="list-style-type: none">• New venture creation: negotiated spin-out terms with J&J / Ethicon• Company launch: identified need, conducted stakeholder interviews, developed commercialization strategy• Lead market access efforts: regulatory, reimbursement, and clinical pathway• Fundraising \$8M Series A to get to first-in-human trials | HOUSTON, TX |
| Nov 2019- Present | VIVIFI MEDICAL <i>urology medical device startup: minimally invasive infertility treatment</i> advisor <ul style="list-style-type: none">• Company launch: identified need, conducted stakeholder interviews, developed commercialization strategy• Support grant writing and business development efforts: secured \$250K in NSF SBIR grant funding | HOUSTON, TX |
| Aug 2018- May 2019 | LILYSPEC <i>women's health medical device startup: vaginal speculum for high needs patients</i> co-founder <ul style="list-style-type: none">• Identified unmet need for the vaginal speculum to be a more effective tool for all body types• Company launch: identified solution, conducted stakeholder interviews, developed commercialization strategy• Competed in the world's richest business plan competition at Rice University; won Elevator Pitch, Startup Showcase, and Spirit of Entrepreneurship awards, totaling \$30K in non-dilutive prizes | HOUSTON, TX |
| Aug 2017- Dec 2017 | PROCYRION <i>cardiology medical device startup: minimally invasive heart pump</i> consultant <ul style="list-style-type: none">• Developed marketing and commercialization plan for European launch• Identified key opinion leaders, clinical pilot sites, and clinical research organizations to partner with• Built health economics model of patient quality of life advantages of the technology | HOUSTON, TX |
| Mar 2017- Aug 2017 | MAXWELL MEDICAL <i>cardiology medical device startup: painless implantable defibrillator</i> consultant <ul style="list-style-type: none">• Developed commercialization plan: conducted competitive and market analyses, developed regulatory strategy• Created investor pitch deck and executive summary• Led grant writing and business development efforts | HOUSTON, TX |
| Nov 2016- Apr 2017 | FANNIN INNOVATION STUDIO <i>life science startup studio with a focus on pediatric devices</i> consultant <ul style="list-style-type: none">• Led grant writing efforts and secured \$450K in NIH SBIR grant funding• Worked on due diligence/proof-of-concept stage of a pediatric device development pipeline in collaboration with Texas Children's Hospital, Rice University, and Texas A&M University physicians and biomedical engineers• Developed commercialization plan for three pediatric devices: a fetal surgery tool and two urology devices• Conducted customer interviews with surgeons and OBGYNs from pediatric centers of excellence around the US | HOUSTON, TX |
| Oct 2016- Jan 2017 | STRIKE BIO / GRADALIS <i>oncology biotech startup: RNAi based therapy for Ewing's sarcoma</i> consultant <ul style="list-style-type: none">• Analysis of market conditions and strategic rationale for recombination of StrikeBio and Gradalis• Identified challenges for therapeutic strategies featuring liposomally delivered nucleic acids• Analyzed IPO performance of comparable companies in the gene-control space | DALLAS, TX |
| Aug 2014- Apr 2017 | POLYVASCULAR <i>cardiology medical device startup: polymeric pulmonary valves for children</i> advisor <ul style="list-style-type: none">• Developed commercialization plan: conducted competitive and market analyses, developed regulatory strategy• Created investor pitch deck and executive summary• Selected for Texas Medical Center's TMCx medical device accelerator | HOUSTON, TX |
| Aug 2013- Apr 2014 | NANOLINEA <i>cardiology medical device startup: nano-fibers for treatment of arrhythmia</i> co-founder <ul style="list-style-type: none">• Developed initial business plan• Won Company to Watch at Rice Business Plan Competition and \$50K Goradia Innovation Grand Prize• Led grant-writing efforts and secured AHA Collaborative Sciences Award for \$750K• Selected for Texas Medical Center's inaugural TMCx medical device accelerator | HOUSTON, TX |