

Sales & Marketing Consulting Firm Offers Biotech Focus



.....accelerating biotech success



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Industry: [Biotech](#)

Press Release Summary: Upper management of small- to mid-size biotech companies now have a knowledgeable resource to assist with their sales and marketing. If you would like to jump-start your revenue, Axcela Consulting can supply innovative ways to sell your products and services to your target market.

Press Release Body: Tempe, AZ – January 21, 2008 – Upper management of small- to mid-size biotech companies now have a knowledgeable resource to assist with their sales and marketing. If you would like to jump-start your revenue, Axcela Consulting can supply innovative ways to sell your products and services to your target market.

Stacey Stewart, Ph.D., founder of Axcela Consulting, is well-prepared to understand the business and technical segments of your company; her credentials include over 16 combined years of molecular biology research, biotech field sales and sales management experience. With the assistance of **Axcela Consulting,** biotech companies can draw on the talent of a highly trained and successful

sales professional without the long-term expense and commitment of hiring a full-time employee. **Axcela Consulting** provides a responsive and focused approach dedicated specifically to the needs of small- to mid-size biotech companies, making their services unique.

According to Dr. Stewart, "I saw the need for this type of consulting firm after many years of working with biotech companies. It became clear to me that these growing companies could strongly benefit from the input of a sales professional but didn't have the resources to hire highly-experienced staff. I view my services as being a 'time-share' for biotech companies that recognize the need to make their marketing and sales a priority."

After earning her **Ph.D. in Biological Sciences at the University of California, Irvine**, Dr. Stewart became a **Field Applications Specialist for Promega Corporation** with technical support and sales responsibilities for the **Northwest U.S.** and **British Columbia**. She was later promoted to **Western Regional Manager for Promega**, with nine direct reports covering the Western U.S. and the entire Canadian market. During her tenure at **Promega**, she was promoted twice and received nine awards for sales accomplishments.

Important aspects of the responsive and collaborative services at **Axcela Consulting** are the no-charge initial consultation and project proposal. Included in the project proposal are a variety of options to reach the agreed-upon goals of the project, each associated with a flat fee so that the client has a clear idea of the cost before the project onset. A white paper that discusses why some biotech companies use consultants and what to consider when seeking a consultant is available at <http://www.axcelaconsulting.com/index.php?option=com>.

Web Site: <http://www.axcelaconsulting.com>

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