

# Charlene Tang

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- First commercial lead at Cyted, a cancer diagnostics start-up, where I lead business development activities focused on our growth across the UK healthcare system. Over the past 2 years, I have secured £4 million in non-dilutive funding to accelerate real-world implementation and adoption of our test across the NHS.
- First-in-class Master's in Biochemistry from Trinity College, University of Cambridge (2016-2020).
- Outside of work, I am currently training for a half-marathon, creating my own pottery collections, and travelling the world with my partner. Having lost my parents to preventable diseases at a young age, I am driven by understanding and resolving healthcare challenges and building commercially viable ventures.

## PROFESSIONAL EXPERIENCE

**Jan 2023 – present**

**Head of Growth**

**Cyted Ltd**

At Cyted, we are bringing an minimally invasive diagnostic test to clinic for early oesophageal cancer. I joined in 2020 as employee #6 and we are now a 60-strong team. Since 2020, we have tested over 16,000 patients across the UK and raised over £24M in funding, including £4M of grant funding that I pitched for and secured.

As part of the Senior Management Team, I lead a range of initiatives in the Commercial and Operations teams:

- Oversee the commercial strategy with a focus on UK go-to-market including evidence generation, business case development, marketing, clinical engagement, stakeholder management, and commissioning;
- Responsible for revenue growth, building sales & customer success teams, and new business development.

Reporting to the Chief Business Officer, I lead a team of 6 across business development, customer success and analytics for our NHS and private customers. Together, we achieved £1m in revenue and a pipeline of £2m forecasted for 2024. Here, I directly line manage one member and horizontally manage others including:

1. **Service Implementation Manager:** data analysis and reporting, customer onboarding & training.
2. **Project Manager:** project administration and finances, coordination of key stakeholders and partners, meeting agendas and minutes. Since promoted to Senior Project Manager, seconded to NHS.
3. **Market Analyst:** analysis of market & competitive landscapes, data modelling & reporting with Excel, Powerpoint and Tableau for understanding our customers, market, and new business opportunities.
4. **Senior Partnerships Manager:** market development with NHS partnerships and customer success.
5. **Business Development Manager:** selling & closing deals with private organisations across the UK.
6. **Business Development Manager:** selling & closing deals with NHS organisations across the UK.

**Mar 2022 – present**

**Project Director**

**Cyted Ltd**

Developed proposals and brought together teams to pitch, win & deliver £4 million of non-dilutive funding:

1. **Project CYTOPRIME1** - a 9-month project across the North West Coast, bringing the capsule sponge test to community care for recovery of NHS endoscopy services. Successfully established 5 clinics in GPs and CDCs to test 150 patients, resolving waiting lists and cost-saving within 1 year. Case study [here](#).
2. **Project CYTOPRIME2** - an 18-month project, proactively testing up to 2000 patients across 15 primary care based clinics, designed to balance demand on endoscopy and GPs to demonstrate sustainability at a system level. Announced [here](#), the largest grant awarded, supported by NHS England Cancer Programme.

**May 2021 – Dec 2022**

**Commercial Manager, Market Access**

**Cyted Ltd**

- Initiated, built and maintained partnerships with stakeholders at national and regional levels, including: NHS England, Cancer Alliances, Integrated Care Systems, NHS Trusts, Primary Care Networks.
- Prepared resources and materials to support the development of business cases for funding.
- Managed and analysed evidence from clinical trials and real-world implementation projects, including evaluation of system impact, patient and public impact, and health economic analyses.

**Jun 2020 – Apr 2021**

**Business Development Manager**

**Cyted Ltd**

- Onboarded first 10 healthcare providers and maintained customer relationships
- Designed and implemented communications, marketing, and brand strategy
- Mapped and managed public affairs and communications

**May 2022 - present**      **Fellow, 2022-2023**      **NHS Innovation Accelerator**

- Selected as an exceptional individual and technology to receive support from the NHS.
- Focused how to bring innovations to primary care and navigate NHS procurement and clinical adoption.

**Jan – Jun 2020**      **Due Diligence Analyst**      **Start Codon Accelerator**

- Identified disruptive Life Science companies and technologies for early stage funding and coaching
- Evaluated the IP, freedom to operate, and competitor landscape of candidates on a weekly basis

#### PROFESSIONAL SKILLS

**Harvard Business School, Online**      **Negotiation Mastery**      **Nov 2023**

**Harvard Business School, Online**      **Health Care Economics**      **Sep 2023**

**Product Marketing Alliance**      **Product Marketing Core**      **Mar 2023**

Including: Go-to-Market Strategy · Sales Enablement · Pricing Strategy · Objectives and Key Results (OKRs)

**Miller Heiman**      **Conceptual & Strategic Sales with Perspective**      **Dec 2022**

Including: Opportunity Scorecard · Creating Value · Getting & Giving Information · Getting Commitment

#### COMMUNICATION SKILLS

- Published paper in QJM 2023 on [Real world implementation of non-endoscopic triage testing for Barrett's oesophagus during COVID-19](#) with biomarker results from first 10,000 patients tested
- Presented pitch at NHS Innovation Showcase 2023 (watch clip [here](#))
- Presented abstract on biomarker results from first 5,000 patients at Digest Disease Week 2022 (SD, US)

#### ENTREPRENEURSHIP SKILLS

**Jan 2023 - present**      **Fellow, 2023 Polaris Programme**      **Entrepreneur First**

Selected to join a 9-month program, designed to nurture the most exceptional thinkers with resources and funding to tackle challenging ideas and unconventional projects.

**Jan 2020 – Dec 2022**      **Co-founder**      **AptaBridge**

Developing nucleic acid-based immune-therapeutics to change the lives of patients with advanced cancer.

- Early-stage venture development, incorporated in US with co-founders at John Hopkins University and MIT Business School. Currently fundraising seed round, I stepped away to manage my late parents' Estate.
- Independent IP based on my Undergraduate & Masters research and my Co-founder's PhD research.
- Jan 2020 – Oct 2020 Global Biotech Revolution: 1 of 100 selected to join the 2020 Gap Summit conference; 1 of 6 teams from 20 selected for the pitch competition Finals; awarded the Peoples' Prize.
- Nov 2021 – May 2021 Harvard Business School: virtual mentorship through 2021 Accelerate Bio Programme, the only participant based outside of the US (now known as <http://nucleate.xyz>).

#### HIGHER EDUCATION

**2016 - 2020**      **BA MSci (Hons) Biochemistry (81.2% overall; rank: 1)**      **Trinity College, University of Cambridge**

- MSci research focus on tumour development and immunotherapeutic targets
- BA research on mechanisms of neurodegeneration and therapeutic targets
- For my other research projects, see: [charleneostang.github.io/projects](http://charleneostang.github.io/projects)
- Co-President at Cambridge University Scientific Society (2018-2019)
- President & Ladies' Captain at Trinity College Badminton Club
- Captain & Coach at First & Third Trinity College Boat Club

**2009 - 2016**      **Chelmsford County High School for Girls, Essex**

- A-levels: A\*A\*AA in Biology, Chemistry, Mathematics, Further Mathematics
- AS level: A in German
- GCSEs: 14 A\*s including German, French, Mandarin
- Gold Award at 2016 British Biology Olympiad; Swimming & Badminton; Flute, Piano, Choir