

JONATHAN R. MITCHELL, MS, MBA

LIFE SCIENCES COMMERCIAL STRATEGY | NEW PRODUCT PLANNING | COMPETITIVE INTELLIGENCE | FORECASTING

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PROFESSIONAL SUMMARY

Life sciences commercial strategy professional with 9+ years translating scientific, clinical, competitive, market, and stakeholder evidence into decisions for products, assets, brands, and portfolios. Completed 18+ Chiesi USA projects and workstreams in five months, produced trial-specific probability-of-success forecasts across 37+ indications through Diviner, and supported commercialization across biotech, medtech, digital health, and animal health. MS in Biotechnology and MBA.

CORE COMPETENCIES

Commercial Strategy | New Product & Portfolio Planning | Competitive Intelligence | Product Positioning | Forecasting & Scenario Modeling | Primary & Secondary Market Research | KOL & Stakeholder Synthesis | Market Access & Reimbursement | Go-to-Market Strategy | Business Development & Licensing | Executive Communications

PROFESSIONAL EXPERIENCE

Technology Commercialization Consultant | NC State University TEC Program / NSF I-Corps | Raleigh, NC 2025-2026

- Led commercialization strategy for AI-enabled healthcare, medical-device, and veterinary technologies, translating technical concepts into testable customer, market, and business-model hypotheses.
- Conducted 17+ interviews with clinicians, founders, industry contacts, and commercialization mentors to validate product-market fit, buyer segments, adoption barriers, reimbursement considerations, and commercial assumptions.
- Built TAM/SAM/SOM logic, customer segmentation, competitive positioning, pricing and go-to-market strategy, and regulatory and reimbursement assessments for emerging technologies.
- Synthesized interview evidence and secondary research into executive opportunity narratives that clarified unmet needs, adoption barriers, commercial assumptions, risks, and next-step experiments.

Clinical Trial Forecaster | Diviner | Remote 2021-2023

- Produced independent, trial-specific probability-of-success forecasts and written rationales for anonymized external-expert panels in a 65-trial Phase II/III pilot later described in Drug Discovery Today (2025).
- Forecasted across 37+ indications, including oncology, rare disease, and respiratory/inflammation programs such as asthma, COPD, cystic fibrosis, pulmonary fibrosis, and pulmonary arterial hypertension.
- Assessed target and mechanism validation, pharmacology, prior evidence, trial design, endpoints, statistical power, patient selection, safety, standard of care, competitors, modalities, and core uncertainties.
- Reviewed structured peer evidence, pressure-tested assumptions, documented sensitivity drivers, and reforecasted when warranted while preserving independent judgment.
- Across 47 resolved trials, panel calibration quartiles were within 1-9 percentage points of observed success rates; the aggregate Brier score was 0.20, and panel forecasts outperformed approximately 75% of individual forecasters.

Founder / Commercialization Lead | Audace Life Therapies | Raleigh-Durham, NC 2019-2021

- Advanced veterinary oncology and animal-health concepts through disease-area research, stakeholder discovery, opportunity assessment, early market validation, and value-proposition development.
- Assessed market need, customer segments, competitive alternatives, adoption barriers, development risk, and potential commercialization paths to guide concept prioritization.
- Translated scientific and customer evidence into decision materials supporting product definition, partnership discussions, and next-stage development planning.

PROFESSIONAL EXPERIENCE, CONTINUED

Consulting Analyst / Project Contributor | TreMonti Consulting | Raleigh-Durham, NC

2016-2019

- Supported technology assessment, IP and licensing analysis, market diligence, partner identification, and business-development evaluation for life sciences, university technology-transfer, and emerging-technology opportunities.
- Built market and technology landscapes, competitor profiles, opportunity assessments, licensing screens, and partner shortlists to support commercialization and investment decisions.
- Assessed product differentiation, market need, competitive alternatives, stakeholder incentives, adoption barriers, regulatory and reimbursement considerations, and strategic fit.
- Integrated technical, market, customer, IP, and financial evidence into reports and recommendations for licensing, business development, and go-to-market planning.

Marketing Intern, Brand Planning & Commercial Analytics | Chiesi USA / Cornerstone Therapeutics

May-Sep 2014

- Invited by the Director of Marketing to extend a Cardene hospital-products assignment into BETHKIS and PERTZYE brand planning; completed 18+ projects and workstreams in five months across research, analytics, customer insight, access, lifecycle, execution, and business development.
- Designed and launched rapid Cardene hospital-stakeholder research: developed the survey and vendor brief, evaluated research partners, supported agency execution, and generated 115 responses in under 30 days.
- Reconciled clinic, prescription, shipment, territory, physician detail-to-TRx, and web evidence across cystic-fibrosis brands; linked 20 shipment locations to the correct clinics, surfaced segmentation errors, and strengthened customer-targeting logic.
- Assessed generic tobramycin pricing erosion, competitive impact, and market-share risk, then translated the evidence into implications for positioning, targeting, and brand planning.
- Developed a cystic-fibrosis patient journey, Medicare coverage visualizations, and an early digital patient-support concept to clarify access barriers and activation opportunities.
- Supported brand SWOTs and positioning, four business-development assessments, reimbursement research, a Cardene lifecycle hypothesis, and approximately 10 promotional-review initiatives spanning white papers, physician education, and sales-support materials.

ADDITIONAL EXPERIENCE

Intellectual Property Intern | Rush University Medical Center | Chicago, IL

- Supported patentability, prior-art, market-potential, and partner-development research for university technologies.

Analytical Chemist | Silliker Laboratories / Merieux NutriSciences

- Worked in GLP, GMP, and TQM environments; improved turnaround time from 14 to 10 days and on-time delivery from 82% to 93%.

EDUCATION & TRAINING

Master of Business Administration (MBA) | DePaul University, Kellstadt Graduate School of Business

June 2026

Graduate Certificate, Technology Entrepreneurship & Commercialization | North Carolina State University

2026

Master of Science (MS), Biotechnology | Rush University

2011

Bachelor of Science (BS), Biology | Millikin University

Regulatory Affairs Training (ORAQ) | Duke University School of Medicine

SELECTED THERAPEUTIC & SECTOR EXPOSURE

Respiratory & Inflammation: asthma, COPD, cystic fibrosis, pulmonary fibrosis/IPF, PAH | Rare & Specialty Disease | Oncology | Medical Devices | Digital Health | Veterinary & Animal Health

SELECTED TECHNOLOGY & RESEARCH TOOLS

Excel | PowerPoint | ClinicalTrials.gov | PubMed | FDA databases and labels | Company pipelines and filings | Conference abstracts | PitchBook | Larvol | Clarivate / BioMedTracker-style pipeline intelligence workflows