



CED Mentor Biography

Name: Ray W. Swanson

Current Occupation: Founder and president of Blue Ridge Growth Advisors, a hands-on management services and strategy consulting company. The firm also conducts company and market due diligence for firms seeking to make financial and/or strategic investments in the healthcare, medical devices and diagnostics markets.

Career Highlights:

- President and CEO – Centice Corporation (2006 – 2009). Transformed Centice from an early stage research venture into a company developing and commercializing pharmacy products. Launched the company's 1st product, the PASS Rx pharmaceutical authentication sensor system.
- Senior Vice President, Commercial Operations – Tripath Imaging Inc. [Nasdaq TPTH] (2001 – 2006). Executive officer responsible for global P&L in operations encompassing 75% of the company's workforce (sales, marketing, manufacturing, engineering, quality and service). Grew sales 5X to >\$100 million leading to sale of the company to Becton Dickinson in 2006.
- Dade Behring, Inc. Deerfield, IL. Formerly privately held, a \$1.4 billion, 8,000-employee global medical diagnostics company operating in 30 countries. Member of founding management team that spun the company out of Baxter in 1994.
 - Vice President & General Manager - eBusiness Deerfield, IL (1999 – 2000).
 - General Manager - Platelet Function Analyzer Deerfield, IL (1997 – 1999).
 - President & Representative Director - Dade Limited Tokyo, Japan (1994 – 1997).
 - Vice President/GM – Baxter MicroScan Tokyo, Japan (1992 – 1994).
 - Director International Sales- Baxter MicroScan Sacramento, CA (1987 – 1992).

Areas of Expertise:

- Accounting / Finance
- Business Development
- Business Funding
- Human Resources
- Information Technology
- Legal
- Marketing
- Operations
- Sales
- Other: 1) International Markets and 2) Developing, Introducing and Building Value/Sales for New Products and Technologies

Education:

- MBA, University of Iowa, Iowa City
- MS, Zoology Eastern Illinois University
- BS, Zoology Eastern Illinois University

Professional Affiliations / Volunteer Activities:

- Council For Entrepreneurial Development
- American Cancer Society, Greater Raleigh Leadership Council