

**Sandra Holtzman** is an award-winning Creative Director whose work has received international recognition. Trained on Madison Avenue, Sandy has over 20 years experience translating cutting edge science into innovative advertising that sells. Her strategies and concepts have proved equally successful for both \$100 million dollar brands in Fortune 500 companies and small start-ups. She is the President of Holtzman Communications, an advertising, marketing and communications agency that specializes in all aspects of biotech/life sciences, IT, pharmaceuticals, nanotech and emerging technologies. She founded the company in 1997. Holtzman Communications delivers savvy marketing and creative ideas that differentiate companies in a highly competitive environment and in ways that help boost their bottom line.

Holtzman is the co-chair of the NY Chapter of the *Licensing Executives Society*; marketing columnist for Lab to Wall Street, an ezine focusing on biotechnology in New York State with C-level international readership; wrote "Websites that Click" in the January 2005 issue of *Pharmaceutical Executive*; authored a chapter on marketing in the revised edition of "*A Comprehensive Guide to Business Incubation*", the top-selling book published by the National Business Incubation Association; and lectures about the need for marketing to the start-up and venture communities with a presentation called "The Top 10 Lies Start-Ups Tell Themselves to Avoid Marketing" which is being turned into a book