

Brenda Le

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EDUCATION

University of California, Irvine, Irvine, CA
Master of Business Administration, Marketing

Expected Graduation 06/2009

Leadership Positions:

- VP of External Affairs – Merage Student Association and Merage Key Assets Association
- VP of Marketing – Healthcare & BioPharma Association

University of California, Davis, Davis, CA
Bachelor of Science, Microbiology

06/2001

EXPERIENCE

Beckman Coulter, Inc. (Particle Characterization and Rapids Business Centers), Brea, CA **06/2008 – 09/2008**
Marketing and Strategy Intern

Lead market research analyst for the Particle Characterization (PC) Business Center, which produces particle analysis instrumentation for industrial markets, and the Rapids Business Center, which produces the Hemocult® fecal occult blood test (FOBT).

- Conducted market research on competitors, market segments, and technologies to define the core and potential new markets for the PC Business Center, thereby developing a comprehensive business development strategy.
- Developed PowerPoint presentation for the annual Strategic Plan Review Conference that captured market opportunities for the PC business, thereby helping management focus on the highest growth markets.
- Developed PowerPoint presentation for the Comprehensive Review Conference showcasing the PC business' high profitability to Beckman Coulter's CEO and upper management.
- Performed primary and secondary market research for the Rapids Business Center: segmented customers and interviewed sales reps, resulting in the identification of areas for business improvement.

Novartis AG (Quality Assurance/Quality Control), Emeryville, CA **06/2003 – 09/2006**
QA/QC Analyst III

Lead analyst in a team of 7 in the QC Bioassay group that performed cell-based experiments under current Good Manufacturing Practices (cGMP) on release and stability study of biopharmaceutical product.

- Managed Betaseron® product line (the prime product in the BioPharma business unit) and co-managed Regranex® product line that included product testing; reduced testing turn-around time by 50%.
- Led the group in a deviation investigation that involved collaboration with cross-functional departments, retesting, and reanalysis of products. Investigation was successfully closed without a product recall. Received C² award for this achievement.
- Designed and implemented a change control procedure in order to eliminate incorrect results from our analyses.
- Assessed the department's test methodologies and found them to be in compliance with the original validation and regulatory guidelines. This demonstrated the company's commitment to accuracy and compliance to the FDA and other regulatory agencies.
- Analyzed work-flow and procedures using the KAIZEN methodology, thereby improving efficiency by 200% in the Manufacturing warehouse and 25% in the QC Bioassay lab.

Calypse Biomedical Corp. (Quality Assurance/Quality Control), Alameda, CA **10/2001 – 05/2003**
QA/QC Analyst II

Led a team of five analysts that performed quality control testing under cGMP on all stages of the HIV EIA and HIV Western Blot kit products

- Managed and tested the stability study and all manufacturing stages of the products, which involved coordination with the Manufacturing and R&D departments, and thereby improved production flow.
- Revised standard operating procedures (SOP's) for process improvement, compliance, and clarification resulting in a 30% reduction in testing time.
- Developed training program and trained newly hired analysts on test methods and QC policies; reduced training period by 50%.

ADDITIONAL INFORMATION

- Mentor at the YMCA (San Francisco, CA), Member of Circle K Association (Davis, CA)
- Hobbies include cooking, painting, running (Bay to Breaker, SF), hiking, and sailing