

# Original Equipment Manufacturer Decision Makers

## | TARGET:

Cyber Security and  
Hardware DMs

## | MARKET:

US

## | METHODOLOGY:

60-Minute Telephone/Web IDIs  
3-Phase Engagement

## SPECS:

Currently or recently (past 1-2 years) employed at a leading OEM (instrument and/or assay manufacturer) of infectious disease clinical testing

- Example OEMs: Cepheid, Abbot Diagnostics including Alere, Quidel, BD, SeeGene, Qiagen, ThermoFisher, Dlasorin, Luminex

Overseeing or decision-maker in molecular assay development (R&D), including selection of materials used for assay controls

Able to speak to selection and key considerations for molecular assay materials, either included in IVD kits or purchased separately by clinical laboratories

Role is ideally director or higher, or a very experienced project manager (>10 years in molecular diagnostics)

## SAMPLE PROFILES:

- Senior Director, Research & Development at DiaSorin Molecular LLC
- Director, Assay Development at BD
- VP Molecular & Genomic Technologies, Global Product Management at QIAGEN