

Cerulean Offers Biotech Tips on Lean Outsourcing in
Speech at BIOCerulean Associates LLC
<http://www.ceruleanllc.com>

FOR IMMEDIATE RELEASE

June 24, 2008 – Williamsburg, Va. – Biotechnology executives and venture capitalists listened **intently as Cerulean’s Managing Director, John Avellanet, kicked off last Wednesday’s BIO** conference in San Diego with a speech on cost-effective outsourcing for biotech companies.

Based upon his own experiences in the biotech and medical device industries, Mr. Avellanet gave attendees a detailed strategy for selecting and monitoring outsourced suppliers of services from human resources (HR) to contract manufacturing. He also used examples from several of his clients to illustrate how good outsourcing can add value to a biotech firm and help give venture funds a better return on their investment.

Afterward, a number of attendees asked questions and gave feedback like “John gave great and practical advice” and “Mr. Avellanet gave us great information and exceptional examples we could relate to.” Ms. Anne Montgomery, editor of *BioProcess International*, announced that Mr. Avellanet had agreed to turn the speech into an article for the magazine.

Mr. Avellanet is an internationally recognized expert, speaker and syndicated author on cost-effective compliance and Quality by Design. A former CIO for a *Fortune 50* device and biotechnology subsidiary, he publishes the monthly newsletter [SMARTERCOMPLIANCE™](#), and is the compliance columnist for the international *Journal of Commercial Biotechnology*.

In September, Mr. Avellanet will be speaking on Lean Outsourcing for Pharmaceutical Companies, and then on protecting new discoveries from theft by partners and contract organizations.

Cerulean Associates LLC is a small, private compliance consulting company that helps clients achieve cost-effective lean compliance, prevent intellectual property theft and streamline their quality systems. On the web at www.ceruleanllc.com.

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