

**Assembly Select Committee on Biotechnology Roundtable**  
**Discussion Participants**

**Troy Barring, CEO and Founder, TAB Diagnostic.**

TAB diagnostic, Inc. is a non-invasive diabetes testing and monitoring company developing the first portable saliva-based test focusing on detection for minorities with the risk that the A1c test can be unreliable for diagnosing or monitoring. Because the TAB Dx saliva test is real-time, requires no needles, and is a low-cost-effective approach, its ease in obtaining samples can address infrastructure and economic disparities for early diabetes screening diagnosis for minorities.

Troy served in the U.S. Army as an Armor Officer after graduating from the United States Military Academy. He has been married for 31 years and has three adult children. Troy has 25+ years of senior leadership experience in both small and large companies in General Management, Sales & Marketing, Clinical, R&D and Operations and has managed P&L's up to \$400M+ with a track record of delivering on complex key strategic platform technologies (devices, hardware, software, pharma), from concept to commercialization at large companies like Johnson & Johnson, Boston Scientific and Baxter, as well as small companies like Avita Medical (\$60M+BARDA contract for Burns). Troy started his career in the healthcare industry at Sorin Biomedical and earned an Executive MBA from Pepperdine University in Malibu, California, with an emphasis in Strategic Planning. He received his BS in Mechanical Engineering from the United States Military Academy, West Point.

**Vicki Brannock, Senior Director, Workforce Strategy and Innovation, Biocom California Institute**

The Biocom California Institute is a nonprofit organization with a mission of nurturing a diverse talent pipeline within the Life Science sector. Vicki's role involves fostering collaboration between industry and education to establish sustainable initiatives that prepare job seekers for living wage positions.

Before her tenure at the Institute, Vicki was the Senior Director of Programs at Brandman University's School of Continuing Education. Additionally, she served as the Director of Programs at the San Diego Workforce Partnership, an organization that earned national recognition through the Trailblazer Award from the National Association of Workforce Boards, commending their groundbreaking contributions to innovative programming and training. Vicki is dedicated to assisting businesses by training the workforce of tomorrow and providing opportunities to traditionally underrepresented populations in the Life Science sector.

**Melanie Cohn, Senior Director, Regional Policy & Government Affairs, Biocom California**

Melanie has been with Biocom California since 2014; she manages and implements our regional policy agendas in San Diego, Greater Los Angeles, and the Bay Area. She proactively lobbies public officials to advance the interests of Biocom California members and ensure consideration for the life science industry in new and existing city and county policies.

Prior to Biocom California, Melanie managed government and community relations for San Diego nonprofits and worked in the local office of a State Assembly Member from 2005 until 2009. She has a Bachelor of Arts in Political Science, with minors in Art History and Sociology, from the University of California, San Diego. She holds board leadership positions with Circulate San Diego, Mid-City CAN, and LISC San Diego, and is a founding board member of OUTbio San Diego.

### **Jeffrey J. Lersch, Vice President, Enterprise Sales and Service Group, KARL STORZ Endoscopy-America, Inc.**

Jeff Lersch is the Vice President of the Enterprise Sales and Service Group for KARL STORZ Endoscopy-America (KSEA). In this role, he is responsible for the overall strategic direction of the Enterprise Sales and Service organization, which has over 300 employees.

Additionally, Jeff is a member of the Executive Committee at KSEA and has also been serving as a board member for MassMEDIC since 2016.

Jeff joined KSEA as the Director of West Area Sales in 2002. In 2005, he was promoted to Executive Director of Sales, and subsequently promoted to Vice President of Sales in 2007. Prior to joining KARL STORZ, Jeff worked in sales and marketing roles for Nabisco, Proctor and Gamble, and Medtronic.

Jeff received his Bachelor of Science degree in Marketing from Indiana University of Pennsylvania.

### **Deborah Shepard, M.Ed, South Bay Workforce Investment Board-SBWIB Special Projects Coordinator**

Over the past six years, Deborah has helped the SBWIB develop and implement programs to engage business with their potential workforce pipeline.

Working with the 'Flex' programs, including Aero-Flex, Bio-Flex and the newest, Space-Flex, among others, she liaisons with current and prospective employers, along with L.A. County professional organizations, education and workforce partners.

As part of the Special Projects' 'Flex' team and other SBWIB employer-centric workforce initiatives, she communicates with and trains stakeholders with a focus on developing career opportunities that target our underrepresented youth and adults. In addition to presenting at industry forums like today's, her recent community and professional involvement include SCAN-So CA Apprenticeship Network, Young Women in Bio, Society of Women Engineers, Society of Hispanic Professional Engineers, Society of Manufacturing Engineers, and LAEDC's So. CA Bioscience and Aerospace Councils.

### **Willie Zuniga, Former Executive, Grifols Biologicals LLC.**

Willie Zuniga served as the President of Grifols Biologicals LLC, a biopharmaceutical company located in Los Angeles, California. Within his role, Willie was responsible for overseeing more than 900 employees working in Manufacturing, Quality, Facilities, Finance, and Compliance

Training operations. He has served on the City of Los Angeles Workforce Investment Board working with the Mayor and the City Council to develop strategic initiatives, encourage regional training investments, and coordinate development efforts in the area. He continues to be a champion for Education and Workforce development in the County of Los Angeles supporting career pathways at local universities and colleges; the GO East LA, a cradle to career program; youth empowerment efforts that promote STEM and post-secondary education; industry alliance boards to share trends and guide curriculum; and collaborations to create certificate programs promoting greater employment opportunities and keep the talent in the area. In partnership with LA Mission College, LA Valley College, Verdugo Workforce Development Board, Glendale Community College, the Verdugo Jobs Center, Biocom, and Biocom Institute, Willie led the creation of the *Los Angeles Regional Bioscience/Biotechnology Industry-Valued Credential*, which identifies common “skills and competencies...for biomanufacturing, biotechnology, and laboratory technicians, facilitating the identification of qualified job candidates.” Willie’s career in the bioscience industry has spanned over 40 years.