

BDMT GLOBAL INVITED TO LEAD THE SEOUL BIO HUB SEMINAR ON STRATEGIES FOR BIO START-UPS' ENTRY INTO NORTH AMERICA

Award-winning expert group BDMT Global announces its invitation to present insight in the online Seoul Bio Hub 'North American Go-to-Market Strategy and Success Case Analysis' Seminar.

BOSTON, MA - May 17, 2022 - BDMT Global, outsourced business growth and marketing execution team headquartered in Boston, announced its invitation to lead the Seoul Bio Hub seminar hosted by The Korea Health Industry Development Institute. This online seminar will occur on YouTube live streaming on Thursday, May 26th KST. It will focus on analyzing North American market struggling market strategies and success stories, sharing market entry directions and options, and setting up non-face-to-face exchanges with a group of local experts in the United States—such as Dr. William Morice II of Mayo Clinic Laboratories, Dr. David Weisman of Clinical Trial Center at Abington Neurological Associates, Dr. Gregory Allen, a Trialist, Neurologist, and Founder at RISOPS and an affiliated Primary Care Provider for Roger Williams Medical Center, and Paul Brenden, President of PK Distribution and others.

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BDMT Global anticipates our participation in this Seoul Bio Hub seminar as we hope to help bio startups learn more about entry strategies into the North American market. Utilizing our own success stories as leading examples, they will learn to understand the complexities of the US healthcare systems, how each target and stakeholders work together, and how as a company they can use these to establish the best strategies.

*I am confident that after this seminar, these startups will be better prepared to enter the US market with marketing strategies and tactics that will propel them forward and grow their business,-***Suzy Im, Managing Partner**

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Seoul Bio Hub is a biomedical startup platform commissioned and operated by the Seoul Metropolitan Government by the Promotion Agency that provides businesses with professional education, consulting, and networking for technology commercialization and the global advancement of startups. The Seoul Bio Hub seminar consists of four sessions with themes: Global Go-To-Market Strategy and Effects, Analysis of North American market success stories through various Go-To-Market strategies, Innovative business development insight through North American market licensing success stories, and Company application and Next Step. This seminar is aimed at domestic biomedical startups preparing to enter the US market, and only those who apply in advance can participate. For more information about the Seoul Bio Hub seminar [click here](#).

About BDMT Global



Suzy Im, Managing Partner, BDMT Global

Headquartered in Boston and launched in 2014, Business Development & Marketing Transformation (BDMT) Global is a firm led by award-winning experts that offers strategic go-to-market, business development, and marketing services for international companies trying to break into the U.S. market and other global markets.

BDMT Global was established by Managing Partner Suzy Im and Head of Life Science Strategy and Operations Dr. Jake Lee, who has accumulated more than 20 years of industry experience through global pharmaceutical companies such as Pfizer, Lonza, Shire, Mgen, and Takeda, other multinational companies, biotechnology, and biopharmaceutical fields.

BDMT Global, a four-time award-winning company, has received the 'Gold Stevie Award' and the 'Silver Stevie Award' in 2020 recognizing the achievements based on the innovative outsourcing business model that achieved entry into the North American market and maximized sales during the pandemic crisis. The team has also won the North American Best Biz Award.

Media Contact:

Interviews can be scheduled per your request.

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