

BDMT GLOBAL WINS TITAN BUSINESS GOLD AWARD FOR TRANSFORMATION EFFORTS IN BIOTECHNOLOGY

The TITAN Business Awards recognizes and honors innovative excellence from BDMT Global by leading companies through market-driven transformation.

BOSTON, MA - Nov 08, 2022 - BDMT (Business Development and Marketing Transformation) has recently won a 2022 Gold TITAN Business Awards winner in the Entrepreneur - Biotechnology category. BDMT Global received this award due to its dedication to working with advanced life science companies globally by helping transform companies into market-driven leaders to prepare and best compete in a new normal. Other notable winners for the TITAN Business Awards this year included QVC, Herbalife Nutrition, and Embraer.





"Cross-industry, global convergence has been expedited by COVID-19. The need for transformation steps for business leaders was urgent. To best support, BDMT Global has been constantly increasing the size and scope of our business development supports and services as well as educational programs for executives.

From the early days of the pandemic to now, we have demonstrated a unique ability to lead a team in adapting to major challenges by providing them with industry insights and putting major transformation efforts into place. This turns these challenges into opportunities that have driven success for entrepreneurs, global brands, and professional women alike"-**Suzy Im, Managing Partner at BDMT Global**



"Selling on technology only is not effective," said Im. "We know change is hard, but it's critical for survival and winning in the market - locally and globally. Relying on the same methods and practices means even the best technology will not get anywhere. innovators must become market-driven leaders to compete in the global economy." BDMT Global equipped and prepared the companies that faced difficulties in sales and market expansion due to high dependence on offline exhibitions and face-to-face business by becoming market-driven companies.

"Often following the traditional route and slow to adapt to changing demands of the COVID environment, my team and I particularly provided strategic global market expansion and marketing strategy insights to global biotech and life science businesses in the face of a pandemic," Im continued. Leveraging local events like MassBio and international events like Bio International Convention, BDMT Global helped companies prepare for the future and adapt to the "new normal".

"Cross-industry collaborations between the U.S. and APAC will only continue to expand in 2023," Im continued. *"The U.S. continues to deepen ties with the regions to fuel technological innovation and we want companies and executives ready to be most successful. Now that COVID is almost over, we are setting APAC businesses for more opportunities in the US and increasing the value by transforming market-driven leaders."*

In addition to 1:1 executives training and coaching sessions during the Covid crisis, BDMT Global also launched and hosted the 2021 BOSTON Live Webinars mainly for Life Science and Biotech companies all across the world to assist companies that could not cope with the new business environment.

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 a group of award-winning experts focusing on specific industries such as life sciences, healthcare, wellness, medical devices, technology, manufacturing, crowdfunding, and entrepreneurship.

BDMT Global was established by Managing Partner Suzy Im and Head of Life Science Strategy and Operations Dr. Jake Lee, who has more than 20 years of industry experience. The Founders have a track record of working with global companies such as Samsung, LG, Pfizer, Lonza, Shire, Amgen, and Takeda, as well as leading South Korean business media outlets Fortune Korea, PharmNews, and ETimes. Executives led and managed over per year through conferences and trade show marketing in pursuit of business development and expansion.

Related Links:

[BDMT Global](#)

[BDMT Global - 2022 TITAN Business Awards: Season 1 Winner](#)

TITAN Business Awards

TITAN Business Awards' mission is to acknowledge the achievements of both entrepreneurs and organizations worldwide, the award aims to provide recognition for all who are over-shadowed, as well as established, organizations around the world. Persevering through adversities and hardships, Titan Business Awards aim to inspire and embolden all businesses, being the advocate of integrity for all corporate professionals worldwide. IAA, established in 2015, is the organizer of the TITAN Business Awards.

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Interviews can be scheduled per your request.

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