

## Business



### Jeremy Robinson

*Age:* 45

*Position:* CEO

*Company:* Xenathon, a pharmaceutical company

*Industry:* Biomedical Research

*Location:* New York, NY

*Salary bracket:* Upper Class

*Personal Characteristics:*

- Busy
- Overly confident in himself
- Focused
- Determined
- Very Skilled
- Visionary
- Leader

*“To make this company grow I need to find funding, new locations, and keep up to date on the latest in the industry, and I need this fast. I am busy and have no time to waste.”*

## Background

Jeremy Robinson was Vice President with Frankus Co. where he helped it increase its profit by \$60 million and its national presence during his 15 years at the company. He has come on board with Xenathon to help grow Xenathon's profits, presence, and locations. Xenathon is a pharmaceutical research company that currently produces three different types of drugs and still researching to create more.

Being CEO, Jeremy has the responsibility to provide a vision for the company and lead the company so that it grows. Right now, his company is very focused on growing to new locations and it is Jeremy's job to head that project.

Providing a vision and growing the company also requires Jeremy to find funding, keeping up on the latest trends, develop partnerships, and much more. Having all of these responsibilities gives him little time to waste, which causes him to be frustrated with anything that requires a great deal of time and effort.

## Goals

1. Get financial assistance – fast

2. Develop partnerships
3. Start new facilities
  - a. Find locations
  - b. Find financial assistance
  - c. Learn what is required to start a facility in potential locations
4. Keep up to date on trends and news in the biomedical industry
5. Start new ventures

### **Interaction with NewPA.com**

Jeremy notices an ad in the NY Times promoting that Pennsylvania is a perfect place for the Bio industry. The ad leads Jeremy to the website NewPA.com.

When he comes to the site, he hopes to satisfy the following goals:

1. Find financial assistance and incentives provided by PA
2. Learn why to move to PA
  - a. Benefits for pharmaceutical companies
  - b. Presence and growth of the Bio industry in PA
  - c. Presence of similar companies and Bio industry clusters
3. Find locations to open a facility in PA
  - a. Find location of similar companies and Bio industry clusters
  - b. Find funding and programs for potential locations
  - c. Learn what is required to start a facility in those locations (just general, not overly specific)
4. Find contact information to learn more about developing a facility and to negotiate creating a facility