

Prakash “Buck” Bakhru
Director of Business Development
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Education

- 1972 MS, Metallurgical Engineering, University of Missouri-Rolla, Rolla, MO
- 1969 BS, Metallurgical Engineering, University of Nagpur, Nagpur, India

Experience

IsoTherapeutics Group, LLC

- 2008 – Director of Business Development
Responsible for developing new business opportunities for radiopharmaceuticals

Frontline Data Solutions

- 2006 - 2007 Business Director, Sales and Marketing
Responsible for developing new accounts for enterprise e-Learning Management System, Management of Change and Action Tracking Software. Developed sales pipeline consisting of new prospects, 12 to 15 new prospects on track for close with a revenue potential; Analyzed markets and competitive product offerings in chemical and oil & gas industries for developing and communicating product and service differentiation; correspondingly negotiating price based on value offered Implemented sales methodology for consulting with Senior Human Resource, Health Safety and Environment, and Operation Managers for generating new sales leads for revenue growth

Sales Team Associates, LLC

- 2004 – 2006 Vice President/Business Director, Sales and Marketing
Provide sales and business development services to entrepreneur companies to drive new business activities; Implementing a marketing program for a custom solution software company for its unique product targeted at large cancer research facilities. The product is under beta testing, sales potential - \$3-5 millions over 2 years. Coordinated and implemented a sales system at large electronic interconnect company. The system was on track to increase new sales by \$4 millions in the first year. Developed a program for assessing carbon nanotechnology for cooling high performance microprocessors for a start-up company in California.

Honeywell International, Inc., Austin, TX

2003 – 2004

Technical Account Manager/New Business Development

Responsible for developing and managing sales of electronic materials (sputtering targets, Solder spheres, Thermal Interfaces, High Purity Chemicals, UBM anodes, dielectrics, etc.) in South West and Mid-West territories. Responsibility also included introducing and qualifying products at large global accounts in US with manufacturing or contract service operations in Asia-Pacific. Ascertained and coordinated application and business development opportunities for thermal lid materials at Freescale Semiconductor Inc.; won over an incumbent and gained \$2 million in sales. Negotiated price-value options for products to retain 100% position at two large global accounts for electrical interconnect products. Managed sales effort targeted at US semiconductor companies with chip assembly operations or contract service providers in Asia-Pacific; produced sales in excess of \$ 5 million and growing. Conducted SWOT analysis for electronic packaging materials for senior leadership; shaped business strategy for new product development programs . Engaged with global R&D teams for communicating Voice of Customer (S) for new technology platforms for thermal solution products; using six sigma and lean tools reduced the product development time by > 50%

W.L. Gore & Associates, Houston, TX

1995 – 2003

Business Development and Sales Associate

Responsible for sales and business development of electronic materials (spin-on dielectrics, EMI and gapfillers, high performance polymers, connectors and cable assemblies) at large global accounts in Texas. Responsibilities also included analyzing markets, customer needs and positioning new specialty materials in semiconductor, telecommunication and computing industries. Developed and successfully negotiated a business proposal for replacing an incumbent thermal interface material supplier at HP; won \$3 million in annual sales in 18 months. Built network and relationships with the leading semiconductor and equipment companies for beta testing of IC Dielectric; facilitated better understanding of market needs, reduced R&D cost by \$ 2 millions. Initiated and championed joint technology/market development agreements with 3M; gained acceptance of Liquid Crystal Polymer film for high performance chip packaging applications. Coordinated product planning and forecasting with HP planners for high performance server programs; managed a sales revenue of ~\$4 millions for high data rate cable and PWB interconnects

Dow Chemical Company, Freeport, TX, Granville, OH and Midland, MI

1973 – 1995

Development Associate

Market Development, High Performance Electronic and Composite Materials (Specialty Resins) Launched a new family of high performance thermoset resins in electronics and aerospace markets, and positioned products at large OEMs in US, Japan, and Europe. Actively participated as Secretary of Marketing Section of Society of Advanced Composite Materials to promote value of the industry to US Government for funding collaborative industrial research and consortia. Developed alliance with industry, government and academia to move composite technology forward for rapid acceptance of company's high performance materials, reduced time to market by 40%. As a member of the business development team, managed patents, intellectual properties and trademarks.

Awards & Honors

Selected to lead and Chair Product Management Team

Significant Technical Achievement Award (STAR), Dow Chemical Company

High Impact Product Sales Award, W.L. Gore

Special recognition for developing comprehensive business strategy, Dow Chemical Company

Invited Speaker at Society of the Advancement of Materials & Process Engineering (SAMPE) and Industrial Composite Association