



Alex Gruzdev

Chief Commercial Officer

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VP, Business Development • Chief Growth Officer • VP of Sales • Global Market Expansion • Strategic Negotiation • Enterprise Partnerships Revenue Growth • GTM Strategy • Operational Improvement • International Sales Leadership.

EXECUTIVE SUMMARY

Chief Commercial Officer with 20+ years leading commercial strategy, global partnerships, and market expansion across biotech, diagnostics, life sciences, and AI enabled healthcare, scaling breakthrough technologies across 20+ countries through high-value alliances with WHO, ASH, Ministries of Health, Ministries of Defense, CHAI, Gates Foundation, and global health organizations.

WORK EXPERIENCE

Chief Business Development Officer

Dec 2025 - present

Silver Lake Research, Los Angeles, CA

- Drove adoption of AI-enabled diagnostic healthcare platforms in 20+ countries.
- Increased qualified partner leads by 75% through distributor co-marketing programs.
- Directed commercial strategy and product positioning across diagnostics, biotech, and AI platforms while ensuring compliance with ISO 13485, FDA, and IVDR regulatory frameworks.
- Drove commercialization of AI/ML diagnostic platforms with automated interpretation systems to support national screening and enhance field accuracy via digital QC workflows.
- Executed multi-institution clinical collaborations with NIH, ASH, UCLA Health, UC Davis, Cornell, Purdue, UAB, Brown, Johns Hopkins, St. Jude and Providence Health, supporting hospital-based validation, multi-site studies, and large-scale clinical deployment.
- Architected effective national Sickle Cell Disease screening programs.
- Navigated centralized procurement and multi-hospital contracting environments, including experience working with GPOs, large buying groups and coordinated purchasing structures across clinical networks.
- Led R&D, Clinical, Regulatory, QA/RA & Manufacturing governance for market readiness.
- Governed enterprise-level relationships with prominent global health agencies by shaping long-term multi-year agreements and cross-border commercialization pathways.

Vice President, Sales, Marketing & Business Development

April 2022 - December 2025

Silver Lake Research, Los Angeles, CA

- Increased qualified partner leads by 75% through implementation of innovative distributor co-marketing programs and dynamic targeted outreach across priority markets.
- Scaled HemoTypeSC from 100,000 to 2M+ quarterly tests, driving 20x revenue growth via distributor onboarding and clinical expansion in Africa, Asia, and LATAM. Partnered with NGOs, Health Ministries KOLs & clinical leaders to boost screening campaigns.
- Directed commercialization of diagnostic programs, collaborating with Bayer and Meridian on assay development, validation, tech transfer and ISO 13485 compliance.
- Built a DTC channel with 200+ a day in 3 months, launching Watersafe on Amazon & Walmart.
- Led development of AI/ML mobile tools and real-time data capture, notably improving diagnostic accuracy in low-resource settings.
- Expanded commercial adoption in industrial and consumer sectors by forging exclusive strategic partnerships with ECOLAB, Disney Cruise Line, Marriott, Intel and Tesla.

EDUCATION

PhD, International Marketing

Orel State University

Master of Arts, Human Resources Management

Plekhanov Russian University of Economics

Bachelor of Arts, International Relations & Affairs

National Research Nuclear University

TECHNOLOGIES

Salesforce HubSpot IBM SPSS
Power BI NetSuite (Oracle)
Agentic AI SAP AWS
ISO 9001/13485 FDA eSTAR Asana
Trello Slack Miro
Google Analytics DHIS2 AlphaFold

LANGUAGES

English Russian Ukrainian
French

CERTIFICATIONS

Descriptive Statistics
Content Marketing
Quality Management Systems

AFFILIATIONS

GiPA - Member, Board of Directors
Autology - Member, Steering Committee
Industry Award Committee - Chair

AWARDS

Manager of the Year (2010)
Best Development Strategy (2012)
Most Valuable Speaker (2019)

PUBLICATIONS

Breaking the Triangle
Mind Manipulation Intellectual Analysis

- Negotiated early-stage collaboration with Eli Lilly on monoclonal antibody production for Alzheimer’s disease, providing key commercial insights and partnership structuring expertise.

Founder & Executive, Business Development & Commercial Strategy

February 2020 - March 2022

Gruzdev-Analyze, Los Angeles, CA

- Secured and managed 100+ multi-country engagements with repeat enterprise clients via strategic acquisition, deal sourcing, negotiation, and partnership development.
- Built a consulting practice that scaled commercial strategies and market entry solutions.
- Expanded services in biotech, automotive and more across US, EU, Middle East and Asia.
- Designed advanced commercialization frameworks for biotech and diagnostics clients.
- Developed precise pricing models, business designs, and agile partner enablement.
- Advised C-suite execs on product commercialization and GTM tactics using insights.
- Delivered business development projects activating markets and partners to boost sales.

Executive Director, Commercial Strategy & Business Development

October 2007 - July 2019

GiPA, Paris, France

- Increased fleet sales conversion by 40% via developing an ML-based SaaS platform.
- Delivered innovative new Mercedes-Benz strategy that boosted OEM parts sales by 275% in one challenging year. Strengthened dealer networks and accelerated market penetration.
- Led global commercial development in 10+ countries, driving significant multimillion-dollar revenue growth through robust client acquisition and accelerated account expansion.
- Championed cross-regional teams delivering over 500 strategic programs ensuring insights translated into commercial action dealer programs and revenue-driving initiatives.
- Directed 2 major OEM programs for NGK (Thailand) during a 2-year assignment.
- Led regional commercial strategy, engaged distributors and developed Southeast Asia markets.

PATENTS

Total Cost of Ownership Online Calculator (2018)

SKILLS

Business Development Leadership

Strategic AlliancesRevenue Growth

Market Access Planning

Strategic Partnership Development

Regulatory Compliance

Product Commercialization

Market Activation

Cross-Functional Governance

Innovation Scaling

Commercial Strategy & Global Partnerships

BiotechDiagnosticsLife sciences

AI-enabled healthcare