

Synergies CincyTech exec looks for matches with Israeli businesses

When Jan Rosenbaum was in high school, she played the part of Yente the matchmaker in *The Fiddler on the Roof*.

Looking back, she says, it is ironic she ended up playing that same kind of role in her professional life.

Today, however, she is not pairing up hapless Jewish singles, but physicians with medical-device engineers, therapeutics companies with molecular pharmacologists, and diagnostics makers with target markets.

As an executive-in-residence at CincyTech focused on health care and biotechnology, Rosenbaum's job is to look for opportunities to create companies – or commercialize research – out of work being done at local research institutions. For the last 12 months, that work has included three trips to Israel to form connections with its dynamic and prolific medical research and biotechnology industries.

Rosenbaum's work comes as the Chamber makes a big push to create strong business relationships with Israel. A delegation of about 30 business leaders, led by the Cincinnati USA Regional Chamber, traveled to Israel in mid-November to learn how the Israelis fund, promote and advance high-tech startups.

Rosenbaum's trips have provided a deeper dive into medical technology and biotech. Among other things, she has found a potential distributor for a CincyTech portfolio company's product and helped form a medical device development and commercialization program between Cincinnati Children's Hospital Medical Center and Ben Gurion University in Israel.

She has also helped create a collaboration with a medicinal chemistry company based in Israel to help further develop compounds that have been identified by one of Cincinnati Children's leading oncology researchers, who has taken a novel approach in the treatment of leukemia and Crohn's disease.

"All of these are examples of opportunities that lead to economic development in both Israel and Cincinnati through creation of startup companies, driven by the attraction of Cincinnati Children's," says Rosenbaum. "The impetus for relocation to our region occurs once the company reaches the point of needing clinical development, market penetration, and sales and marketing distribution through a U.S. presence."

Rick Schottenstein, the managing



Jan Rosenbaum works with Dr. Chain Gillon at Hebrew University.

director for the state of Ohio's Eastern Mediterranean Regional Office in Tel Aviv, called Rosenbaum "an extraordinary asset to the state."

"It takes someone of Jan's caliber to analyze these very sophisticated opportunities," he said. "She has the business background and the scientific background to do that."

In Israel, Rosenbaum finds prolific researchers aggressively looking for Ohio expertise on taking products to market.

"They are hungry to create and eager to innovate," she said. "It is an extremely entrepreneurial culture. I absolutely love the work we are doing there."

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