AMERICAN BUSINESS DEVELOPMENT

COMPANY PORTFOLIO

Optimizing BD Capabilities.

Generating Leads.

AmericanBizDev.com

HELPING PROFESSIONAL SERVICES GENERATE LEADS.

OPTIMIZING BD CAPABILITIES.
GENERATING LEADS.

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Whether we are working alongside your team to build a scalable business development operation or serving as your outsourced BD team, our mission is to ensure that your company is engaging with the right prospects, forming meaningful partnerships, and developing a long-term strategy for sustainable B2B lead growth.

LETTER FROM THE CEO

Dear Reader,

Business development is about making meaningful human connections. At the American Business Development Corporation (ABD), we don't rely on spam email campaigns or mass LinkedIn messaging. Instead, we develop strategies that allow you to meet potential clients in a deliberate and cost-effective way—whether through conferences, strategic partnerships, or value-driven programs.

We align business development with marketing to ensure your team has the tools and messaging needed to substantiate their pitch. Our focus is also on creating mutually beneficial partnerships and implementing strategies that generate real opportunities while keeping costs low. With the right structure and engagement approach, your BD operations can be both scalable and sustainable.

At ABD, we believe a true business developer is part salesperson, part consultant, and part technical expert. Business development should be human-centered, not automated, and growth should be both strategic and expansive. Whether we are optimizing your BD operations or representing you in the U.S. market, our mission is to help you connect, build relationships, and drive long-term, efficient lead generation.

Ernesto Chanona, *CEO*

We develop your business development team and implement seamless BD operations, equipping you with a cutting-edge system designed for long-term B2B success.

ABOUT ABD

Just like a tailor-made suit, a Business Development Plan should be custom-fit to your company's needs—crafted with precision, strategy, and the perfect fit for optimal lead generation.

ABOUT ABD

BUSINESS DEVELOPMENT OPERATIONS

We **create and implement tailored, actionable BD plans** specific to your organization's structure, goals, and industry requirements. This foundational document serves as **the institutional knowledge** for your organization's business development strategy and operations.

OUTSOURCED BUSINESS DEVELOPMENT SUITE

As your dedicated U.S.-based business development team, **we handle B2B partnerships, targeted outreach, conference representation, and strategic follow-up** through contract execution. Our approach ensures you receive warm, qualified leads, primed for secondary meetings and ready for your team to close the deal.

CASE STUDY:

Transforming BD Operations for a Regulatory Consulting Firm

CHALLENGE

- The company had **only 30 leads stored in a spreadsheet**, lacking an organized system for business development.
- Business development **operations were not structured**.
- Marketing operated as a separate department, resulting in a **misalignment between the website, company capabilities, and the BD team's pitch**, making client acquisition efforts inconsistent and ineffective.
- The **company president was also leading business development**, making scalability incredibly challenging.
- The **company needed new client acquisition strategies** to expand its reach.

SOLUTION

- **Implemented Salesforce** within the first month to streamline lead tracking and pipeline management.
- Hired and trained staff on business development fundamentals to distribute responsibilities and improve efficiency.
- Established **strategic partnerships with economic development organizations** that had a portfolio of companies looking to enter the U.S. market.
- Positioned the firm at **national and international conferences as a key resource** for companies needing regulatory support to enter the US healthcare market.
- Reduced reliance on the company president for business development by **creating a scalable BD system and structured pipeline management**.

EXPERT TEAM

Expert Business Strategists, Empathic Connectors, and Lead Growth Accelerators.

SASHA WHITAKER

Chief Marketing Officer

Sasha Whitaker is a marketing strategist known for developing creative, data-driven digital campaigns that drive engagement and growth. With expertise in design, website development, social media management, SEO, and advertising, she has successfully helped businesses expand their reach. Sasha has led initiatives that increased social media audiences by 250% monthly, improved SEO rankings for 67 keywords, and boosted site traffic.

ROBERT SONS

Business Development Consultant

Rob Sons, PhD, is a biotechnology consultant with over 10 years of experience in business development, corporate strategy, and commercialization of healthcare technologies. He has held roles at Rakuten Medical, Fannin Innovation Studio, and the NCI, supporting business growth, strategic partnerships, and early-stage venture development.

ROSIE TILMONT

Business Development Associate

Rosie Tilmont specializes in business development operations, alliance management, and strategic partnerships. She has experience in lead generation, CRM integration, and marketing alignment, helping companies streamline their BD efforts and drive growth. Previously, she held roles at CSSi LifeSciences and AstraZeneca, providing strategic insights and optimizing business processes.

CASE STUDY:

Cost-Effective Lead Generation in South Korea Through Strategic Programming for a US Diagnostics Manufacturer

CHALLENGE

- The company **needed a cost-effective method to generate leads both domestically and internationally,** particularly in South Korea.
- Many potential **Korean clients lacked awareness of the company,** making cold outreach ineffective.
- The company **sought a programming strategy that would build trust, establish credibility,** and nurture prospective clients before direct sales efforts.

SOLUTION

- Developed **a structured webinar series** focusing on regulatory and development pathways for diagnostic tests, particularly for COVID-19 test developers.
- Established the company **as a trusted knowledge source,** ensuring prospects engaged with valuable content before any direct outreach.
- Used follow-up engagement after the webinars to connect with attendees, **leading to an increased likelihood of securing warm meetings** with prospective clients.
- Expanded the webinar series to key institutions such as Seoul National University Hospital and Incheon Technopark, **creating a strategic entry point into the Korean market.**
- Prioritized programming as a **cost-effective alternative to expensive trade missions and traditional sales efforts,** focusing on education-driven lead generation.

RESULTS

- Significantly **increased lead generation in both the U.S. and Korean markets** by leveraging webinars as a low-cost, high-impact outreach tool.
- Expanded international presence, **positioning the company as a go-to expert for Korean firms looking to develop diagnostics for the U.S. market.**
- Hired **a part-time business development professional in Seoul** to further penetrate the Korean market.
- Established **strategic partnerships with other service providers in Korea,** creating a localized business development network.
- Received an **invitation from the Korean government to speak at a national conference in Seoul,** further solidifying the company's credibility in the region.
- Secured **referrals from the United States Embassy in Seoul** through the U.S. Commercial Service, generating additional business opportunities.

We help you develop trust with prospects in international markets.

We teach you how to find and maintain lucrative partnerships.

We serve as your out-sourced team.

We are 100% based in the United States.

ABOUT THE CEO

Ernesto Chanona, PhD

STRATEGIC BUSINESS DEVELOPMENT & GROWTH LEADERSHIP

Ernesto has built a career at the intersection of business development, commercialization, and strategic partnerships. His expertise spans B2B sales, CRM integration, and alliance management, ensuring businesses have the structure and tools needed for sustained growth. He enjoys optimizeing business development operations, and implementing scalable client acquisition strategies.

INTERNATIONAL EXPANSION & GOVERNMENT AFFAIRS

Previously, Ernesto led international trade efforts at the Maryland Department of Commerce, assisting biotechnology, pharmaceutical, and medical device companies in expanding their presence in the U.S. and abroad. He has forged high-impact partnerships with innovation hubs, government agencies, and economic development organizations to create new opportunities.

SCIENTIFIC EXPERTISE AND INDUSTRY INFLUENCE

With a background as a cancer immunologist, Ernesto developed immunotherapies at the National Cancer Institute before transitioning into business development. He serves as an Adjunct Professor at Johns Hopkins University, where he shares his knowledge of commercialization and business development in life sciences.

CASE STUDY:

Leveraging a B2B Partnering Conference to Drive Lead Generation for a Clinical Contract Research Organization

CHALLENGE

- The company sought to **attract high-value leads during JPM Healthcare Week,** one of the most competitive industry events for networking and business development.
- Traditional outreach methods were limited in reach and effectiveness due to the sheer volume of companies vying for attention at JPM.
- The company needed an innovative way to **maximize visibility, build relationships, and secure meaningful business opportunities.**

SOLUTION

- **Organized a B2B partnering conference** alongside JPM Healthcare Week, utilizing **Jujama** as the partnering platform to facilitate both on-site and virtual meetings.
- Positioned the event as an **Investor Partnering Forum,** attracting key stakeholders through a mix of networking opportunities, strategic programming, and a high-value meeting platform.
- Raised **$120K in sponsorships** to support event programming and enhance visibility.
- Curated **morning plenary sessions featuring Key Opinion Leaders (KOLs)** to draw interest from investors, biotech executives, and potential clients.
- Hosted a **networking reception sponsored by a strategic partner** allowing attendees to forge new connections in an exclusive setting.
- Integrated a **pitch competition for prospective clients,** sponsored by a key industry partner, to highlight emerging innovations.
- Partnered with an accelerator program to offer a **medical device early-stage investor workshop,** further positioning the event as a high-value opportunity for startups and investors.

RESULTS

- **Generated 800 leads** for the company, significantly exceeding typical lead acquisition at JPM.
- Created **10-15 warm opportunities for new partnerships,** strengthening long-term business development efforts.
- Increased **brand recognition,** leading to inquiries from other partnering conferences interested in replicating the program.
- Enhanced the company's **industry credibility and positioning** by hosting an event that blended investor engagement, strategic networking, and high-value dealmaking.

This case study demonstrates how a **targeted B2B partnering** event can serve as a powerful **lead generation and brand-building** strategy, leveraging industry momentum to create lasting opportunities for business growth.

CASE STUDY:

Rebranding and Digital Optimization for a Medical Device Design Engineering Firm

CHALLENGE

- The company underwent a **corporate reorganization,** requiring a refreshed brand identity to reflect its new structure and strategic direction.
- The existing marketing materials were **outdated and misaligned** with the company's core services.
- A marketing team without a **technical background** had previously developed branding materials, leading to **irrelevant imagery** on the website, such as biological lab photos that did not represent the firm's medical device engineering expertise.
- The company needed a **strategic rollout plan** to introduce the rebrand effectively, maximizing visibility and engagement.

> **A strategic rebranding effort, combined with SEO and digital marketing optimization, can modernize a company's image, align branding with technical expertise, and drive new business opportunities.**
>
> *–Sasha Whitaker, Chief Marketing Officer*

BRAND CONSISTENCY & AWARENESS

Developed a **new brand identity**, including a **modernized color scheme, style guide, logo, and company name** that better reflected the firm's technical expertise and engineering focus.

Revamped all marketing materials, including the **website, collateral, email signatures, and business cards**, ensuring consistency across all platforms.

ORGANIC LEADS FROM TARGETED TRAFFIC

Implemented a **LinkedIn content strategy**, featuring regular posts from the company's page to enhance engagement and thought leadership in the medical device sector.

Optimized the website for SEO, improving visibility for industry-specific searches and driving targeted traffic.

STRATEGIC ROLL-OUT

Coordinated a **strategic rebrand rollout** at a major industry conference, allowing the company to make a high-profile announcement and reinforce its new identity among key stakeholders.

Successfully **launched the rebrand at a major industry event**, increasing visibility and reinforcing the company's new market positioning.

American Business Development

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