

Tzvetana Kerelska

Highly motivated and dynamic bioinformatics professional with more than 14 years of management and technical hands-on experience in Life Sciences. Focused on achieving business goals by building and maintaining successful customer relations, collaborating with strategic accounts and releasing best-of-class analysis platforms. Key contributor to development of the first NGS instrument.

CORE EXPERTISE

- Management of strategic customer accounts in all aspects of early access, new product introduction, and integration in production environment for Biotech, Pharmaceutical and Medical organizations.
- Next Generation Sequencing (NGS) data analysis and bioinformatics applications.
- Validation and verification of commercial scientific software.
- Project and people management, integration of cross-functional and multi-cultural groups.

EMPLOYMENT

Molecular Medicine Center, MU Sofia
Manager Projects GDI, GoBG

08/2023 – present

- Managing projects Genome Digital Infrastructure and Genome of Bulgaria
- Organizing and executing marketing and educational strategies and campaigns
- Coordinating project activities across teams

Illumina/ NextBio, Inc., Santa Clara CA
Staff Manager Partner Programs

04/2012 – 07/21

- Established, developed and maintained partnerships with multi-million dollars strategic accounts. Managed and completed successfully multiple pilot trials with large pharmaceutical partners resulting in substantial sales of NextBio products.
- Led integration development and deployment of complex analytical systems in customer environments. Workflows comprised of partners' internal, third party and NextBio analysis, visualization and data management products for diverse R&D and clinical genomic data.
- Managed direct customer interactions to communicate and discuss platforms and products roadmaps. Gathered customer requirements, defined new product features and worked closely with development teams for implementation. Efforts led to significant product improvements and establishment of new accounts and partnerships.
- Provided technical expertise for the sales organization including responses to RFI/RFP for multi-million dollars projects. As a result, NextBio was selected as a vendor of choice for several complex collaborations with leading Pharmaceutical companies.

Illumina, Inc., Hayward CA (acquired Solexa in January 2007)
Bioinformatics Manager

05/2007 – 02/2012

- Established and expanded customer relations with strategic accounts. Led collaborations and partnerships. Managed early access trials of new products and extensions of existing ones. Worked directly with customers on analytical objectives, discussed platforms and products roadmaps. Collected new requirements, outlined product features and communicated to development teams for execution. Continuous revenue stream was secured.

- Built and managed a team of seven bioinformatics scientists at Illumina, Hayward. Focused the team on providing bioinformatics expertise for NGS systems and software applications, data analysis, annotation and interpretation. Set group and individual goals, and priorities in-line with department and company strategy. Guided execution and on-time delivery of development projects. Generated career development plans and objectives. Mentored team members for professional growth and improvement.
- Managed software product development for on-instrument data analysis applications. Led cross-functional team through product development lifecycle. Delivered products with optimized time-to-results and reduced NGS data footprint. Coordinated deployment at customer's environment.
- Lead systems and software validation and lifecycle management for GAI and HiSeq. Improved robustness of the platforms by critically evaluating development and beta versions, identifying and documenting issues, and suggesting fixes and improvements to the relevant subsystems.

Solexa, Inc., Hayward CA

02/2006 – 05/2007

Staff/Senior Bioinformatics and Validation Engineer

- Developed and deployed automated bioinformatics analysis infrastructure for efficient processing of NGS data. Analyzed, and presented results at technical reviews for systems, applications and assays performance with suggestions leading to increased data accuracy. Provided timely data analysis results and system performance conclusions to manufacturing, critical for meeting revenue goals. Coordinated and performed troubleshooting of system failures.
- Built and maintained fully functional and highly reliable data analysis and validation environment. Coordinated High Performance Computing infrastructure expansions and upgrades to support evolving data analysis workflows and exploding data volumes, generated by the first NGS sequencing platform – Genome Analyzer.
- Developed bioinformatics curriculum for Solexa analysis pipelines with presentations and hands-on exercises. Held in-house and on-site bioinformatics training courses to support growing number of Solexa customers. Maintained customer relations by guiding analysis teams and providing technical support.

GE Health Care/ Amersham, Sunnyvale, CA

10/2000 – 5/2005

Sr. Software Validation Engineer, Software Validation Engineer

- Performed scientific evaluation, qualification and validation of major genomics software applications through the cycle of algorithm development. Released significantly improved sequencing and microarray analysis software for core company brands such as MegaBACE, Lucidea, and CodeLink.
- Pioneered and deployed automated test environments comprised of internally and externally engineered bioinformatics programs.
- Managed software development for complex instrumentation projects. Released strategic software product resulting in revenue stream of more than one million dollars.
- Wrote and maintained project documentation under ISO 9001:2000. Developed software validation strategy and documentation for Class II medical device for FDA regulated market.

Obongo, Inc., Redwood City, CA (acquired by AOL-Time Warner)

05/1999 – 10/2000

Software Quality Assurance Engineer

Real Estate Newspaper “Sofiiski Imoti”, Sofia, Bulgaria

05/1994 – 05/1998

Advertising Manager, Marketing Associate

EDUCATION

MS in Physics, Sofia University, Bulgaria

1986 – 1991

Certificate of Achievement in Bioinformatics, UCSC-Extension CA

2001 – 2002