



ATCC Announces New Appointments to its Leadership Team

*ATCC increases focus on scientific reproducibility and leverages technological advances
with new senior executive appointments*

FOR IMMEDIATE RELEASE – Manassas, VA, September 23, 2014 – ATCC, the premier global biological materials resource and standards organization, is pleased to announce two important appointments to the senior leadership team. Barbie Bigelow has joined ATCC as Executive Vice President of Strategy and Technology and Dr. Maryellen de Mars also joins as the Senior Director for the Standards Resource Center. Both roles are new positions at ATCC.

Dr. Raymond H. Cypess, President and CEO at ATCC described the additions as part of a revitalization strategy for the biological materials resource and standards organization. “ATCC has a long history of being the premier provider of materials and standards to support advancements in biological research. Today better science depends on technological advancements and standards to improve reproducibility. Barbie and Maryellen bring an expertise to our team in the strategic acquisition of technology and the development of standards, respectively.”

In the new role of EVP Strategy and Technology, Ms. Bigelow will lead the prioritization and integration of new products and services into the organization’s portfolio while working with the senior leadership team on the execution of business plans. Prior to joining ATCC, Ms. Bigelow led critical change management and strategic initiatives at major defense and government contractors, TASC Inc. and Lockheed Martin Corporation, where she served as Chief Information Officer. Ms. Bigelow is active in mentoring early career professionals and advising executives in new ventures.

As Senior Director for the Standards Resource Center, Dr. de Mars will have oversight and management of the ATCC Standards and Development Organization, which develops standards for biomaterials that meet International Organizations for Standardization (ISO) guidelines and are recognized by the American National Standards Institute (ANSI). In her role, Dr. de Mars will direct the activities for the ATCC general collections and will work closely with the business units to execute product and service development strategies. Dr. de Mars brings significant subject matter and operational expertise in the fields of basic science and diagnostic medicine, and was most recently Chief Operating Officer/Vice President, Clinical Operations at United States Diagnostic Standards Inc. (USDS) with additional leadership experience at several for-profit and not-for-profit bioscience organizations including Gene Logic and Life Technologies.

Dr. Cypess stated that these appointments are part of an overall strategy to increase the depth, breadth, and global reach of the ATCC portfolio. “They join Dr. Mindy Goldsborough, the Vice President/General Manager for the ATCC Cell Systems business unit, and Bill Folkerts, Vice President of Sales and Marketing, who have brought product development and commercial marketing expertise resulting in new product launches and enhancements to global distribution. Barbie will be responsible for managing our accelerated growth and ensuring we execute flawlessly. Maryellen will ensure we innovate to meet the needs of our customers for standards products. Together this leadership team will be responsible to drive accelerated growth and ensure we innovate to meet the needs of our customers for biomaterials standards.”

About ATCC

ATCC collaborates with and supports the scientific community with industry-standard products and innovative solutions. With the world’s largest and most diverse collection of human, animal, and plant cell lines, as well as molecular genomic tools, microorganisms, and biological products, ATCC is a trusted biological resource for the worldwide research community. Together, the people of ATCC share in its mission to acquire, authenticate, preserve, develop, and distribute biological materials and information for the advancement of scientific knowledge. Founded in 1925, ATCC is a non-profit organization with headquarters in Manassas, VA. Discover more at www.atcc.org.

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