

# Joanne F. (Jo) Gucwa

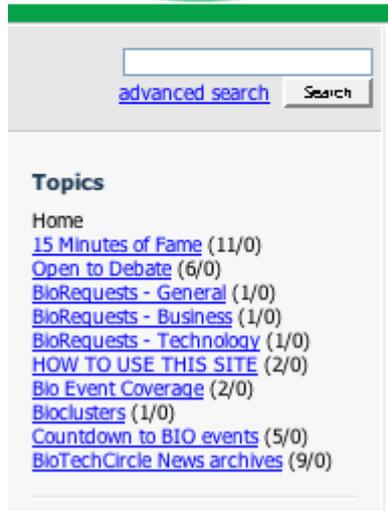
TITLE	President
ORGANIZATION	Technology Management Assoc., Inc.
LOCATION	USA: Chicago, IL
DEGREES	B.S. Chemistry, Illinois Institute of Technology, 1968; MBA, Northwestern University, 1981



From about the age of 10, Ms. Gucwa had aspirations of becoming a doctor – a life science dream that materialized in a slightly different form: BioTech Circle, co-founded with Ms. Kazumi Iino, a business partner in Japan.

Passionate about building a global life science community

TECHNOLOGY	<b>BioTech Circle</b> – An interactive portal covering diverse aspects of biotechnology, including a database-driven compilation of gene-related patents and patent applications, annotated links to free web-based life science articles, a blog and growing use of other Web 2.0 technologies.
APPLICATION	A resource for life sciences practitioners, products, economic development organizations and service providers to the community
UNIQUENESS	Combination of extensive free content and global community-building
DEVELOPMENT STAGE	Established, on-going development
SEEKING	Visitors; advertiser-sponsors to help fund
URL, EMAIL	<a href="http://www.techmanage.net">http://www.techmanage.net</a> ; <a href="mailto:jogucwa@techmanage.com">jogucwa@techmanage.com</a>



Despite (or perhaps because of) the abundance of data and resources that the Internet Age makes available, the **need** for easily retrievable, targeted information still exists.

This need is particularly important for the global biotech community. Why? The U.S. clearly dominates biotech, whether your measurement is the number of companies and workers, technical articles written, patent activity, presence of universities and funding sources, research tools or government support. Certainly, Japan and Western Europe are catching up, but other areas often find it harder to get noticed. Ms. Gucwa's **vision** is to help raise the visibility of biotech-oriented people, locations and organizations worldwide, along with easier access to people, technology, funding and supporting products and services.

## Means to Achieving the Vision

A lot of initiatives are underway:

- Biocluster links: countries, regions
- Beacon on Biotechpreneurs
- Bioblog
- Gene-related patents, applications
- Biotech articles
- The first chapters of a book on leveraging biotech trade event participation
- Working with trade commissioners and others on biobusiness events and introductions to prospective partners
- Liaison services between U.S. and Japan
- Business research and consulting

Others are planned:

- Biowiki
- A new Partnering Center

## Challenges to Achieving the Vision

Great scientists and great technology can be found all over the world.

Making the connections that can help achieve success – however success is defined – is a much harder task. The tools often are present, but constraints of time, funding and mindset often hinder the process. This is what provides the impetus for Ms. Gucwa's constant focus on the growth and development of the BioTech Circle.

## Balancing Professional Life

Ms. Gucwa enjoys gardening in the summer, downhill skiing in the winter, hiking and music any time.

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Ms. Kazumi Iino is a biotech consultant based in Tokyo.  
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