

## News Release

**DATE:** July 12, 2010

**CONTACT:** Ken West, Founding Partner  
(919) 941-0700  
[ken.west@tcgmedtech.com](mailto:ken.west@tcgmedtech.com)

Ray W. Swanson, Partner  
(919) 328-9034  
[ray.swanson@tcgmedtech.com](mailto:ray.swanson@tcgmedtech.com)

## TCG Adds New Partner

### Ray W. Swanson Brings Significant Medical Diagnostic Industry Experience to Firm

**RESEARCH TRIANGLE PARK, NC, JUNE 29, 2010.** Technology Commercialization Group, LLC (TCG), an international business development strategy and implementation firm, today announced that Ray W. Swanson has joined the firm as a Partner.

Swanson has more than 20 years of experience in the medical technology and diagnostics industries, in general management and senior commercial leadership roles, both in the US and abroad. Previously, Mr. Swanson was President and Founder of Blue Ridge Growth Advisors, a Chapel Hill, NC, based strategic consulting and management services company. Earlier, he was President and CEO of Centice Corporation, and prior to that, Senior Vice President of Commercial Operations for TriPath Imaging, a publicly traded cancer diagnostics and device company acquired by Becton Dickinson in 2006.

Earlier in his career, Swanson held senior management positions of increasing responsibility at AHSC, Baxter International, J&J, and Dade Behring, one of the world's largest clinical diagnostics companies and now part of Siemens AG. As President of the Japanese subsidiary, Swanson was a member of the team that formed Dade through the acquisition of the diagnostic business of Baxter International Inc. in 1994.

"I'm very pleased to join the TCG team at such an exciting time for the company. There is an immediate opportunity for synergy as each partner's respective areas of expertise are highly complementary," said Swanson. "TCG's expansion will further strengthen the firm's capabilities across the medical device and diagnostics sectors," he added.

"We're delighted to have Ray join us as our newest partner," said Ken West, a TCG Partner and a founder of the firm. "He has a long track record of building healthcare businesses and brings the skills and depth of experience that our clients rely on TCG to provide."

---

*Technology Commercialization Group, LLC (TCG) is an international business development firm. TCG helps medical device and biopharmaceutical companies develop and implement strategies to enter new markets, acquire new products and grow their businesses. Headquartered in Research Triangle Park, North Carolina, USA, TCG also maintains a European office in Heidelberg, Germany.*

*For more information, please visit [www.tcgmedtech.com](http://www.tcgmedtech.com) or call TCG at 1-919-941-0700 (USA) or 49-6221-27262 (Europe).*