



Kerasi Limited, established in 2008, is a company that has expertise in research strategy, intellectual property portfolio management and project planning. This comes from a strong background in research strategy, development and commercialisation from Government funded programmes. We maintain a diverse network of providers including contract research services, manufacturing and marketing expertise, as well as access to a number of industry players who consult and provide specialist expertise, as needed to maximise returns on investment for our clients.

One of our key offerings is developing commercial and technology project plans, with our clients that target suitable research collaborators and resources (as required) from our networks. Our approach offers clients, requiring a wide variety of expertise, the best person for each task without the need to personally research, source and manage multiple providers directly. This means reduced risk and minimised costs in technical projects, often outside the scope of core company business.

## The Team

**Melissa Yiannoutsos**, managing director, has spent more than a decade commercialising science for industrial, food and beverage, medical and biotechnology applications with New Zealand research institutes, universities, industry and individuals. She was responsible for establishing New Zealand's first angel investment network, MINE, which attracted over \$14m start up capital for New Zealand technology companies, for developing and implementing major marketing campaigns such as "What's your problem NZ?" and managing the commercialisation team and investment funds for Crown Research Institute, Industrial Research Ltd's (IRL).

[melissa.yiannoutsos@kerasi.com](mailto:melissa.yiannoutsos@kerasi.com)

**Jennifer Anderson**, business manager, has worked alongside research institutes and universities to develop long term research programmes that achieve sound and realistic commercial strategies. Having worked in the area of research (with a focus on molecular biosciences) and commercialisation of biotechnology and medical device IP for CRIs and universities and in scientific instrumentation sales and investment, she brings a wealth of experience to the team. With an in-depth understanding of the natural product market, she specialises in matching new technologies or ideas with market niches.

[jennifer.anderson@kerasi.com](mailto:jennifer.anderson@kerasi.com)

PO Box 10687, The Terrace, 6143, WELLINGTON, NEW ZEALAND

CONTACT PHONE +64 (0) 21 241 5423  
[www.kerasi.com](http://www.kerasi.com)