Jaime Bortz

Biocientifica

“ I saw an opportunity to advance the study of diseases. ”

COUNTRY	Argentina
INDUSTRY	Healthcare
EMPLOYEES	41
YEAR SELECTED	2002
WEBSITE	www.biocientifica.com.ar

COMPANY SNAPSHOT

A unique biotech firm, Biocientifica is renowned for manufacturing and exporting the diagnosis reagents that biochemists and laboratory physicians use to spot human diseases. The company specializes in three distinct areas: autoimmunity, infectious diseases, and plasmatic proteins of critical interest.

Jaime himself is a medical doctor by training and was one of only two Latin American individuals to receive a distinction as Correspondent Member of Unesco's World Academy of Biomedical Technology. Capitalizing on Argentina's talented scientists, he has built a bridge between knowledge creation and international markets through a company that has a commercial presence in four continents.

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Jaime has worked intensively to merge the scientist's world with Biocientifica. He has established relationships with universities and corporations, and Biocientifica has supported education and academic research institutions through the donation of reagents to research and development. Thanks to this bond, Biocientifica has developed various products jointly with universities and research centers.

Capitalizing on Argentina's talented scientists, Jaime has built a bridge between knowledge creation and international markets through a company that has a commercial presence in four continents. Biocientífica has 60 clients in 27 countries and its sales force is capable of speaking six languages.

Since 1995, Biocientifica has participated in MEDICA in Germany, the most important exhibition in the industry. In 2000, Biocientífica was awarded two significant prizes: the World Challenge – the Euro Challenge prize for a successful commercial mission to India and Banco Galicia's IPYME prize – given to industrial companies for technology innovation and successful expansion into new markets through strategic alliances.

Biocientifica was historically a family-owned company, founded in 1983 by Jaime's father-in-law, to develop and produce reagents for the in vitro diagnosis of human diseases. Prior to Biocientifica, reagents were mostly US exports but, due to the Falkland War in 1982, such US exports were blocked to Argentina.

Jaime joined Biocientifica two years after its launch. In 1998, he became responsible for the foreign department. At that time, the company had seven clients located in six countries. The company had only one English-speaking salesman, the manufacturing plant and products had no quality certificates, and Biocientifica had never participated in international exhibitions.

Jaime is a medical doctor by training, with a degree from the University of Buenos Aires, and a professor of Jewish studies. He was one of only two Latin American individuals to receive a distinction as Correspondent Member of Unesco's World Academy of Biomedical Technology. In addition to serving as Medical Director of Biocientifica S.A.,

Jaime currently is on the faculties of Buenos Aires University School of Medicine and Maimonides University.

ENDEAVOR AND BIOCIENTIFICA

Jaime believes that Endeavor played an important role in helping the company manage its succession plan and supporting him in developing skills in sales and marketing. He participated in the local GEMA program and received local mentorship (and eMBA/consultant support) in sales and finance.

Jaime demonstrates commitment to Endeavor by participating in the entrepreneur selection process.