

HELIXA BIOTHERAPEUTICS LIMITED

Global Account Pursuit Playbook | Illinois Territory

ACCOUNT SNAPSHOT

FY2024 Revenue: CHF 24.8B (~USD 28.4B)
Employees: ~50,000 globally | Plasma Network: 17,000+
HQ: Geneva & Singapore | US Hub: Boston, MA
IL Footprint: Northbrook (500+, expanding) + Schaumburg + Naperville

⚠ STRATEGIC WINDOW

CEO transition: July 1, 2026
Incoming CEO **Vanessa Lindholm** previously led the Plasma-Derived Therapies BU — Northbrook's parent. **CDTO Marcus Pellegrini** was formerly head of PDT IT. *Both apex decision-makers have direct plasma context.*

Pursuit System — How 18 Sections Build to Action

How to read this playbook

The v4 system converts public information into a verifiable, defensible pursuit plan. Sections build sequentially: thesis → people → places → use cases → outreach → execution → priority focus.

PHASE 1 — THESIS & MAP	PHASE 2 — TARGETS & SEARCH	PHASE 3 — OUTREACH & VOICE	PHASE 4 — POSITION & EXECUTE
1 Account Thesis 2 Executive Research 3 Facility Mapping 4 Use Case Discovery	5 Prospect List (named) 6 LinkedIn Strings 7 Intro Strategy (paths) 8 Bridge Contact Types	9 Conference Targeting 10 Public Footprint 11 Persona Strategy 12 Intro Request Scripts 13 Forwardable Intros 14 3rd/4th Convo Emails	15 Solution Positioning 16 Executive Brief (1-page) 17 Priority Contact (19/20) 18 KPI Anchor Map
CULMINATION: 17 (Priority Contact Analysis) + 18 (KPI Anchor Map) are the dual outputs that translate the prior 16 sections into a defensible Day-1 action plan and a defensible business-case conversation.			

1. Margin Commitment Made Public

100–250 bps Core Operating Profit margin improvement per year, toward low-to-mid 30s%. CHF 1.2B FY2024 restructuring. Plant-level OEE, batch deviation, and energy intensity sit ON this bridge.

2. DD&T Elevated to CEO Direct Report

Marcus Pellegrini (CDTO) eliminated the term 'IT'. 3 digital factories built (India, Mexico, Slovakia). 80% in-housed from contractors. Decisions made with business-outcome accountability.

3. CEO Succession + PDT Lineage

Vanessa Lindholm becomes CEO July 1, 2026. Previously ran the Plasma-Derived Therapies BU — parent of Northbrook. Marcus Pellegrini was formerly head of PDT IT. Both apex decision-makers have direct plasma context.

⚠️ COMPETITOR INTEL — PRIVATE 5G IS ALREADY INSIDE HELIXA

Site: Antwerp, Belgium plasma plant — Factory of the Future

Vendor: NextWave Networks (regional operator) — NOT Your Company

Use cases: warehouse drones, building energy mgmt, smart surveillance, connected lighting, collision detection

Read: *Internal precedent validated. US footprint = greenfield. Position Your Company as the North American scale partner for the proven pattern.*

4. Internal P5G Proof Point + Northbrook Window

Northbrook has 500+ employees and is publicly expanding. Site Head role currently OPEN — job description mandates 'lead transformation and innovation.' New Site Heads always want a flagship initiative inside their first 12 months.

5. Net-Zero 2035 + Capacity Growth

Net-zero GHG operations 2035. Zero waste-to-landfill 2030. PDT mid-single-digit growth FY2026. All require building energy mgmt, predictive maintenance, connected worker — native P5G / WWAN use cases.

THESIS: *The incoming CEO knows plasma personally · DD&T reports to CEO · P5G is already inside the network · Northbrook is expanding with a new Site Head. The next 12 months will not get more aligned.*

Executive Map & Named Prospects (all UNVERIFIED)

\$2 + \$5

Vanessa Lindholm CEO-elect (July 1, 2026) Former US BU President; former head of Plasma-Derived Therapies BU. Personal context for Northbrook. <i>UNVERIFIED</i>	Marcus Pellegrini Chief Data, Digital & Technology Officer Reports to CEO. Former head of PDT IT. Public statements on AI, digital factories, OT/IT. <i>UNVERIFIED</i>	Diane Whitfield President, Global Supply & Quality Owns enterprise quality. 2025 ISPE Annual Meeting keynote on Helixa's quality transformation. <i>UNVERIFIED</i>	Klaus Hoffmann SVP, Head of Global Engineering Direct decision authority on plant infrastructure. Exec Chair, 2025 ISPE Annual Meeting (Pharma 4.0 theme). <i>UNVERIFIED</i>
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Additional Named Contacts (Manufacturing / Engineering / Operations)

#	Name / Role	Function	Source
1	Sofia Marquez	Head of Global Quality Audit & Supplier Quality	ISPE Pharma 4.0 2025 speaker
2	Priya Ramanathan, PE	Head, Global Operational Excellence, Biologics	ISPE Pharmaceutical Engineering, 2025
3	Daniel Westbrook	Helixa — Global Investigations / AI workflows	ISPE Pharma 4.0 2025 speaker
4	Astrid Lindqvist	Automation Engineer; 2026 ISPE Europe Program Committee	ISPE Pharmaceutical Engineering
5	Theresa Donovan	President, U.S. Business Unit (eff. May 15, 2026)	Company press release, Feb 12, 2026
6	Site Head, Northbrook	OPEN ROLE — recruiting actively	Company jobs site

ALL CONTACTS FLAGGED UNVERIFIED. §17.1 verification protocol must complete before any outreach is initiated. Names sourced Feb 12, 2026 press release + ISPE 2025 conference materials.

ILLINOIS TERRITORY (Primary)

NORTHBROOK, IL

HIGH — anchor

Function: Plasma fill-finish (AlbuMax via AURELIS process). 24/7 sterile filling.

Headcount: 500+, publicly expanding

Status: Site Head role OPEN. 'Co-owned campus' per job posting.

SCHAUMBURG, IL

MED priority

Office location

NAPERVILLE, IL

MED priority

Office location

Adjacent US PDT / Bio Op Sites (Secondary territory)

Charleston SC · Bloomington MN · Carlsbad CA · San Diego CA

GLOBAL PDT / BIO NETWORK (Reference context)

⚠️ ANTWERP, BELGIUM — ACTIVE PRIVATE 5G

Plasma plant designated 'Factory of the Future.' NextWave Networks deployment (Belgian operator). **Use cases:** warehouse drones, building energy mgmt, surveillance, connected lighting, collision detection.

Read: Internal proof — but NextWave Networks is regional EU only. US footprint = greenfield.

★ GENEVA 2030 — STRATEGIC NORTH STAR

New PDT facility, CHF 690M (~\$755M), 2.1M L/yr fractionation, end-to-end integrated, operational 2030. Public statement: 'advanced automation and digital technologies.' Vendor evaluations 2027–2028.

Other Global Sites — Greenfield context

Linz AT · Singapore · Yokohama JP · Kawasaki JP · Basel CH · Wuppertal DE · Parma & Milan IT · plus emerging markets (Tangerang, Pune, Suzhou, Querétaro, Campinas)

STRATEGIC READ: Northbrook is the only IL entry point — anchor 80%+ of effort there. Antwerp = referenceable internal pattern. Geneva 2030 = the prize that justifies sustained investment.

All use cases tailored to plasma fill-finish (Northbrook's actual operating profile). Each tagged to a Section 18 anchor KPI.

Cleanroom EM Monitoring

Wireless EM sensors retrofit Grade A/B/C without re-penetrating cleanroom walls.

KPI ANCHOR Batch deviation rate

Connected Worker (Aseptic)

Heads-up display / wrist devices over deterministic network. Real-time eBR sign-off in gowned environment.

KPI ANCHOR First-time-right batch %

Vision Inspection (AlbuMax)

Wireless high-bandwidth uplink for defect detection on flexible pouch product.

KPI ANCHOR Defect rate / scrap %

Equipment Telemetry (Predictive Maint.)

Vibration / acoustic / thermal on autoclaves, lyophilizers, CIP/SIP, DP ovens — retrofit without cabling.

KPI ANCHOR OEE / unplanned downtime

OT/IT Segmentation by GMP Zone

Network slicing aligned with Grade A/B/C/D cleanroom zoning. Cryptographic device identity.

KPI ANCHOR Audit findings / cyber posture

Building Energy Mgmt + Drones (Antwerp pattern)

HVAC sub-metering, BMS sensors, load-shed; warehouse cycle-count drones (already proven at Antwerp).

KPI ANCHOR Energy intensity (kWh/L)

Wireless WAN anchor use cases: MES/eBR/QMS cellular failover · Rapid site deploy for expansion · Segmented contractor APN · Cold-chain lane visibility (inbound plasma → outbound finished pouch)

PATH A ISPE / Engineering

Sofia Marquez, Priya Ramanathan, Astrid Lindqvist → Klaus Hoffmann. HIGHEST conviction.

PATH B DD&T via Big-3 Consulting

Tier-1 strategy consultancy partner → GMSGQ DD&T → Marcus Pellegrini.

PATH C Site Head Channel

Ex-BioSera / ex-Plasmagen alumni → Northbrook engineering → new Site Head. TIMING-DEPENDENT.

PATH D NextWave Networks / Antwerp Reference

Your Company EU EWS team → Antwerp site → GMSGQ exec committee. Strongest 'Why Your Company.'

Bridge Contact Types (§8):

Ex-BioSera/Plasmagen alumni · ISPE Chicago Chapter · Tier-1 strategy consultancy · AWS/Microsoft · Pharma OEM field service · Nordvale/Aurelis/Calderon cross-talent

SAMPLE 3RD-CONVERSATION EMAIL (§14) — Under 100 words · References Section 18 anchor KPI

Subject: Scaling Antwerp — pattern + economics

Hi [Name],

Following up on our call. Your read on Antwerp being the proof point but not the standard is exactly the conversation worth having.

Quick proposal: a one-page architecture comparison of how the Antwerp pattern translates into a Northbrook retrofit — including the validation re-use story your quality function will need. Ties directly to the **100–250 bps annual margin improvement target** via batch-deviation rate and OEE.

Can I send a draft on Friday for your review?

David

CADENCE: Paths A + D in first 30 days · Path B days 30–60 · Hold Path C until 30 days after Site Head announced on LinkedIn.

RECOMMENDED PRIORITY CONTACT

Klaus
Hoffmann

SVP, Head of Global Engineering
Helixa Biotherapeutics International AG

SCORE

19 / 20

STATUS

UNVERIFIED

Run 17.1 first

WHY HIM

Executive Chair of 2025 ISPE Annual Meeting under the Pharma 4.0 theme.
Direct decision authority over plant infrastructure standards. Publicly committed to the exact agenda Your Company sells against.

SCORING (provisional, contingent on verification)

Decision authority over Your Company scope	5 / 5
Accessibility (public footprint)	4 / 5
Public alignment with Pharma 4.0	5 / 5
Internal momentum / cross-fn influence	5 / 5

5-STEP C-SUITE ENGAGEMENT PATH

- Days 1–14: Complete §17.1 verification. Do NOT proceed if status is anything but CONFIRMED.
- Days 14–30: Activate Path A (ISPE). Secure forwardable intro via Section 12A script.
- Days 30–60: Activate Path D (Antwerp reference, Your Company EU EWS coordination).
- Days 60–90: First conversation. Anchor on ISPE Pharma 4.0 framing → Northbrook architecture.
- Days 90+: Mutual scoping of Northbrook pilot. Output socializable to Pellegrini + Whitfield.

DO NOTs

- No cold LinkedIn message · Don't overstate Your Company's role at Antwerp (it's NextWave Networks) · Don't bypass engineering to go directly to CDTO Pellegrini

Every Section 4 use case ties to one of these KPIs. Every Section 14 follow-up email references one. The four anchor KPIs (top row) come directly from Helixa public disclosures.

100–250 bps

Annual Core Operating Profit margin improvement, toward low-to-mid 30s%

Source: FY2024 20-F

Mid-single-digit

PDT segment growth expected FY2026

Source: Q4 FY2025 call

Net-Zero 2035

GHG emissions in operations (Scope 1+2)

Source: Sustainability disclosures

Zero Waste 2030

Waste-to-landfill at major sites (80% achieved 2022)

Source: Climate Action Program

Operational KPI Table (Plant-Level)

KPI	Connectivity Lever	Anchor Use Case
OEE / Unplanned Downtime	Equipment telemetry (vibration / acoustic / thermal) over P5G	Predictive maintenance retrofit
Batch Deviation Rate	Tighter EM monitoring + faster connected-worker eBR sign-off	Cleanroom EM wireless retrofit
First-Time-Right Batch %	Connected worker — real-time eBR + in-line video escalation	Connected worker enablement
Energy Intensity (kWh/L)	Sub-metering, BMS sensors, load-shed via Wireless WAN	Building energy mgmt (Antwerp pattern)
Recordable Incident Rate	Ultra-low-latency P5G collision detection (forklift / tug)	Antwerp collision detection replication
Audit Findings (cyber + quality)	Slicing per GMP zone + cryptographic device identity	OT/IT zero-trust segmentation

DEFENSIBILITY: No quantified Helixa-specific projections until 60-day joint scoping completes and Helixa provides baseline data. Selling fabricated quantification destroys credibility with engineers who already track these in standups.

NEXT 90 DAYS

From verification through Northbrook pilot scope

DAYS 1–30

VERIFY + WARM-INTRO

- Run 17.1 verification on all named contacts
- Activate Path A (ISPE Chicago bridge → Hoffmann)
- Activate Path D (Your Company EU EWS → Antwerp/NextWave Networks reference)
- Begin LinkedIn search-string execution (§6) to identify TO-IDENTIFY contacts

DAYS 30–60

FIRST CONVERSATIONS

- First conversation with Hoffmann (anchored on Pharma 4.0 framing)
- Path B activation: Tier-1 strategy consultancy partner outreach
- Persona-tailored §11 conversations (Engineering → Quality → DD&T)
- Monitor public Site Head announcement for Northbrook

DAYS 60–90

SCOPE THE PILOT

- Joint scoping session: Northbrook retrofit use case selection
- One-page architecture comparison (Antwerp pattern → Northbrook)
- Section 18 anchor-KPI baseline conversation with Helixa engineering
- Output: defensible business case for Hoffmann to socialize internally

End of playbook · 18 sections · Verification required before outreach · Northbrook is the anchor · §17 contact + §18 KPIs are the dual culmination