



Andrew Grainger, PhD

Life Sciences Product & Commercial Marketing

Scientific instruments · workflow positioning · market development

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PhD scientist, former Field Application Scientist, and architect of a working AI-native life-sciences marketing engine. At Cypher Lab I built a go-to-market (GTM) workflow that connects market research and customer evidence to positioning, scientific content, web distribution, and measurement. At Precision Cell Systems I ran marketing for two instrument lines and tested those decisions against real workflows and sales questions. I can rebuild this evidence-led method around a new portfolio: the buyer, product and proof determine the message; the tools make it repeatable.

PROFESSIONAL EXPERIENCE

Co-Founder & AI Engineering Lead · Cypher Lab

Aug 2025 – present

- ◆ Architected and built an AI-native marketing engine for go-to-market strategy and execution. Its component workflows have been used across client programs in several scientific fields: market and customer intelligence feeds positioning, specialist agents draft channel content, and technical and scientific checks precede human release.
- ◆ Built a retrieval-augmented generation (RAG) evidence layer over scientific and product documents, combining keyword and semantic search with source-bearing results. Researchers and writers can find the paper, specification or competitor statement behind a claim instead of relying on model recall.
- ◆ Connected per-product positioning documents and messaging maps to production for blogs, brochures, guides, email, social posts and video. I integrated the team's shared skills library with retrieval, review and publishing components I built.
- ◆ Built and deployed Astro-based publishing and resource-hub systems. The Precision Cell Systems hub moved its library from WordPress to Astro and Sanity and has been live since June 2026; generated pages and structured data organize resources for human and machine readers. [View public resource library ↗](#)
- ◆ Built review and measurement checks that expose bad claims and misleading conversions. In one February 2026 PCS review, AI instrument experts removed references to a nonexistent Singulator model; in a separate CEO report, site-form requests replaced ad-platform counts that included spam. The method can be rebuilt around another employer's evidence, buyers and release rules.

Senior Manager of Marketing Operations · Precision Cell Systems / ORFLO Technologies

2024 – Oct 2026

- ◆ Owned positioning, campaign strategy, budget, paid programs and sales enablement for the Moxi cell-analysis and Singulator sample-preparation lines. Managed a small team and translated customer workflows into separate value propositions for each portfolio.
- ◆ Led go-to-market content programs for Moxi GO II CAR-T quality control and the Singulator 200+ FFPE launch, connecting audience positioning to scientific web content, field materials and paid distribution. Public examples: [Cell & Gene Therapy ↗](#) · [FFPE ↗](#).
- ◆ Produced three competitor battlecards, 82 Moxi-to-Singulator cross-sell playbooks from 541 verified customer contacts, and more than 35 technical reference guides distilled from support records.

Field Application Scientist · ORFLO Technologies

2023 – 2024

- ◆ Demonstrated the Moxi line with customers, joined Moxi sales calls as the scientific expert, and resolved technical support escalations.
- ◆ Wrote and narrated Moxi instrument tutorials used in sales and training; authored Moxi V IQ/OQ qualification protocols under 21 CFR Part 11 with supporting quality documents.

Post-Doctoral Research Associate, Radiology & Medical Imaging · University of Virginia

2020 – 2023

- ◆ Led medical-imaging research across scientific and technical collaborators; published a deep-learning CT segmentation study with Dice 0.94 against expert annotation.
- ◆ Wrote full-board IRB protocols and communicated study methods and results across research and clinical audiences.

Graduate Researcher, PhD · University of Virginia

2014 – 2019

- ◆ Investigated cardiometabolic disease through genetics, bioinformatics, and laboratory work; research identified Mep1α as an atherosclerosis susceptibility gene.
- ◆ Coordinated projects and mentored junior researchers in a multidisciplinary laboratory.

SELECTED COMMERCIAL WORK

Moxi GO II in CAR-T quality control published 2026

Positioned the instrument, cassette and 21 CFR Part 11 software as one workflow for MSAT and QC audiences. Nine published campaign resources led with an external peer-reviewed study; LinkedIn and paid media supported the program. [Explore collection ↗](#) · [Watch CAR-T video ↗](#)

Singulator 200+ FFPE launch content public collection

Developed technical education around the FFPE nuclei-isolation workflow and its relevance to single-cell and neuroscience audiences. The collection brings guides, blogs and product resources into one discoverable path. [Explore FFPE collection ↗](#)

Singulator whole-workflow comparison published 2026

Built a comparison against a named competitor around the preparation steps a buyer actually weighs. The proof review removed unsupported yield, viability and throughput advantages, leaving a sales story the evidence can carry.

Additional relevant work samples available on request.

EDUCATION & SCIENTIFIC RECORD

PhD, Biochemistry & Molecular Genetics · University of Virginia, 2019

MS, Biology · UC San Diego, 2014 · BS, Molecular Biology · UC San Diego, 2013

10 peer-reviewed publications listed at ORCID 0000-0003-4131-2775; four invited talks, 2021–2022.

COMMERCIAL & TECHNICAL STRENGTHS

Product positioning

Customer and workflow insight

Value propositions

Competitive intelligence

Go-to-market (GTM) strategy

Scientific content

Sales enablement

Market development

Integrated campaigns

Paid and organic channels

Marketing analytics

Budget stewardship

Field applications

Cell analysis

Automated sample preparation

AI-assisted research and content systems