

WOMEN IN AESTHETICS



The Groundbreaking Original Series from Industry Vet Wendy Lewis



Get to know...
MaryAnn Guerra,
Chief Executive Officer
Aesthetics Biomedical[®] Inc.

MaryAnn Guerra's diverse career has focused on progressive health, science, and technology companies and start-ups. Her passion is for bringing technology to market, accelerating innovation from the lab into commercial businesses, and providing an incomparable client experience. As founder of Aesthetics Biomedical, she understands the importance of designing experiences that create results.

In 2020, Aesthetics Biomedical collaborated with SkinCeuticals to combine Vivace Microneedle RF with a post-treatment protocol featuring SkinCeuticals C E Ferulic for an enhanced patient experience.

Ms. Guerra also serves as Chairman of the Board and co-founder of BioAccel, a non-profit organization whose mission is to turn breakthrough medical devices into successful commercial ventures. She previously served as President of TGen Accelerators, LLC and COO at TGen, Translational Genomics Research Institute, a non-profit genomics research institute in Phoenix.

She has worked with prestigious research institutions in senior level positions, including the National Institutes of Health (NIH), the National Heart, Lung, and Blood Institute, as Executive Officer, and National Cancer

Institute (NCI), as Deputy Director of Management and Executive Officer.

WL: Who were some of your mentors?

MaryAnn: I was lucky to find a few significant mentors early in my career while at the NIH. Dr. Tony Fauci, Director of the National Institute of Allergy and Infectious Diseases (NIAID), was one of my favorites. Dr. Richard Klausner, former Director of the NCI, and Michael Goldrich, former Executive Officer of NIAID, are also among the top three. Todd Davis, founder of LifeLock, and an unbelievable business leader, has been by my side through the founding of BioAccel and Aesthetics Biomedical. These mentors helped me understand the business of science as well as the science of business, the importance of how these functions must go hand-in-hand, particularly if you want to see great science turn into great products that serve the public. It makes me feel good to see public funds turning into products that serve those funding it! I have a strong faith and belief in science and its positive impact on humanity. We are seeing it today as we face COVID-19 and see the importance of ongoing research that can be quickly applied to a problem to make a huge difference in our lives.

WL: How did you get your start in the aesthetics field?

MaryAnn: I was running BioAccel, a medical device incubator that I had founded, and Vivace was identified as a new technology using radio frequency (RF) to target fine lines and wrinkles. I liked the idea of a relatively non-invasive anti-aging technology for individuals

who did not want surgery. Investors I was working with encouraged me to start my own company; the aesthetics market looked like a growing industry and a good investment. These investors supported Aesthetics Biomedical's launch by providing over \$1 million in start-up funding. They believed in me more than I believed in me! My goal has been to prove them right: that both Aesthetics Biomedical and I were good investments.

WL: What advice do you have for women in this industry?

MaryAnn: This interesting industry needs more women at the top who understand aesthetics from the most personal perspectives to drive product development and the consumer perspective. Be confident in your knowledge and trust your gut instincts. I didn't know aesthetics; frankly that has not been a negative, as I look at all things from a fresh perspective. Get away from the, "that's the way it's always been done" approach. Most aesthetic consumers are women, so why shouldn't most CEOs of aesthetic companies be women? The competition is tough, though; be prepared for a roller coaster ride and expect the unexpected.

WL: How would your colleagues describe your management style?

MaryAnn: I think they would use words like direct, fair, caring, hands-on, and very determined! I want the best for my team and will go to battle for them. But I need facts and information sooner rather than later. It is critical to have accurate information on an ongoing basis so problems can be avoided rather than fixed. A staff member gave me a framed quote from Hannibal, 210 BC, that she thought described my management style: "We will either find a way, or we will make one." I think it has something to do with working for the federal government and not appreciating hearing, "We can't do it." There was always a way. Some solutions are not as obvious, some not as easy, but generally possible. ■

Learn what quotes describe Ms. Guerra's philosophy. Read at ModernAesthetics.com.