

## Member Spotlight Guidelines

**To be eligible for MassBio's monthly Member Spotlight, member organizations must meet the following requirements:**

- Must align with MassBio's mission of growing our industry and improving patient lives, moreover, be able to convey this in the Spotlight feature.
- Must not be in competition with an existing MassBioEdge preferred partner.
- Must be an active member of MassBio.

**If eligible, members will be asked to answer the following prompts, limiting each response to ~100- 150 words, and refraining from being overly promotional (although we of course want you to talk about all the great things you're doing!):**

- Tell us about your organization, its mission, and current initiatives.
- How does your organization's activities help patients now and into the future?
- What do you see as the biggest challenge facing the life sciences industry today?
- What's next for your organization / what are you focused on in the coming year?
- Please also include a 2-3 sentence bio and headshot for whoever is answering (often the CEO, but can be someone else in the organization), as well as a transparent PNG of the company logo.

If you fit the above requirements and are interested in being featured in MassBio's Member Spotlight, please email Ryan Boehm at [ryan.boehm@massbio.org](mailto:ryan.boehm@massbio.org).

**If you do not fit these requirements, members can consider:**

- Contributing a guest blog 1x per quarter – email [ryan.boehm@massbio.org](mailto:ryan.boehm@massbio.org)
- Contributing diversity & inclusion success stories – email [tom.browne@massbio.org](mailto:tom.browne@massbio.org)