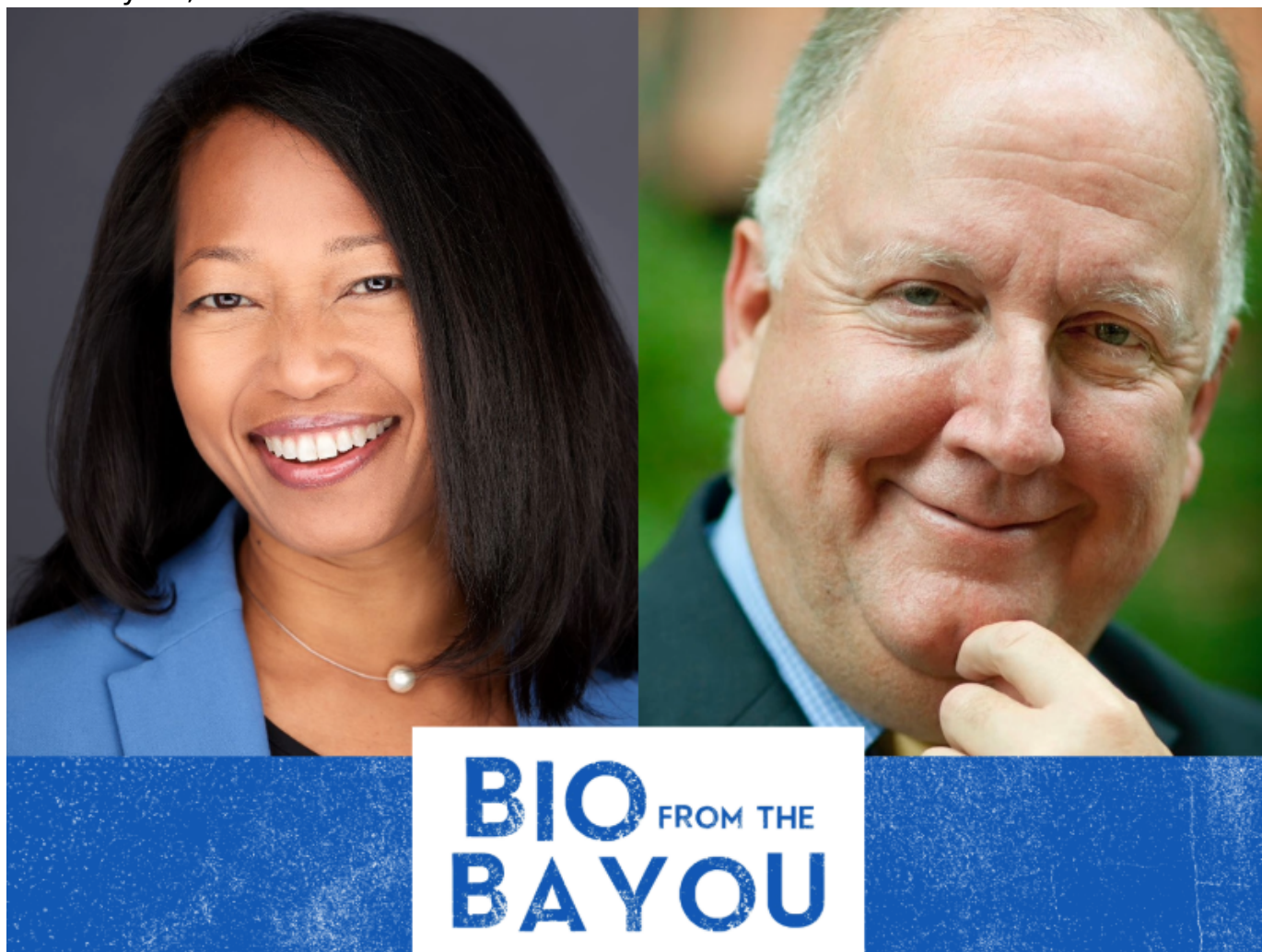


## **Listen and Learn: BIO from the BAYOU podcast unveils key insights for biotech success**

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The latest episodes of BIO from the BAYOU feature Dr. Tari Suprpto and Mark Crowell.

Catch the episodes of the [BIO from the BAYOU podcast](#), with insightful discussions on fostering collaborations and developing innovation ecosystems within the biotech sector. “We are excited to release two new episodes just in time for the AUTM annual meeting, where the academic administrators responsible for bridging research and innovation with the outside world gather every year,” said James

Zanewicz, CBO of the School of Medicine and one of the BIO from the BAYOU creators and hosts.

[Episode 27, featuring Dr. Tari Suprpto of Novo Nordisk](#), delves into the art of nurturing partnerships between academia and corporate entities. Dr. Suprpto shares her expertise in building personal connections, aligning goals, and communicating effectively in successful collaborations. During her conversation with host Kaneisha Akinpelumi of the Xavier University of Louisiana, Tari discusses how the most successful transactions usually happen because of a long-standing relationship and the importance of expending effort to maintain those relationships - as it may take a long time before a deal actually develops.

Following this, [Episode 28 introduces listeners to Mark Crowell](#), an Executive Entrepreneur in Residence at UNC Chapel Hill. He brings his extensive experience from his work at Research Triangle Park in North Carolina. Crowell provides a deep dive into the elements necessary for cultivating a thriving innovation ecosystem, pulling from his rich background and involvement with his startup, Arkane Innovation. The discussion, led by host Patrick Reed of Auburn University, offers a practical perspective on the synergies between academic research, industry, and governmental support in fueling biotech advancements.

These episodes, both recorded at the annual [BIO on the BAYOU event](#), underscore the significance of collaboration and innovation in the biotech industry. Suprpto's insights on partnership dynamics and Crowell's expertise in ecosystem development offer listeners a comprehensive view of the critical factors driving success in the biotech landscape. As the Gulf South region continues to emerge as a hub for biotech innovation, BIO from the BAYOU continues to stand out as a key platform for sharing knowledge, inspiring collaboration, and showcasing the region's burgeoning biotech community.