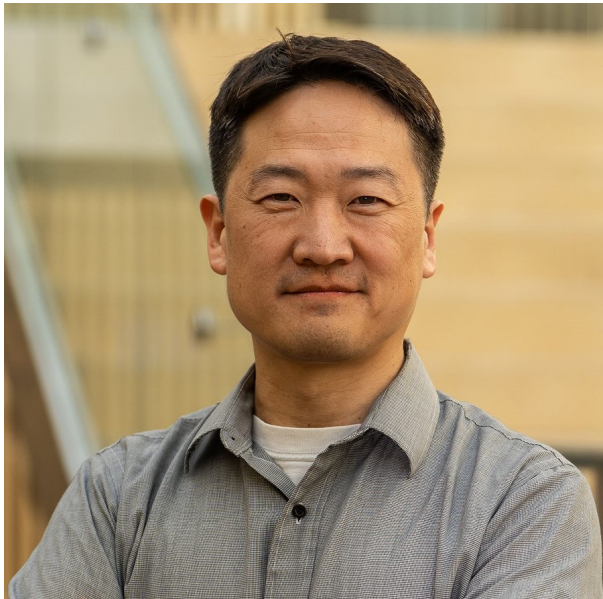


# Henry Shu

Assistant Professor of  
Practice, Marketing

*The University of Texas at  
San Antonio, Alvarez  
College of Business*



---

## Opening Keynote

### *A Marketing Perspective of Core Labs*

Operating and running a core lab necessitates business disciplines including marketing. Taking a marketing perspective brings to the front of mind the needs of the users and customers so that we can better engage with them. Potential reframing of our views of the service product and available resources may bring to light the deep value core labs deliver.

---

## Speaker Bio

Henry Shu graduated UC Berkeley with degrees in integrative biology and molecular and cell biology with emphasis in biochemistry. After working in genomics research, his interest in bringing to market scientific findings led him to pursue an MBA from UTSA. After graduating, he worked in roles at the interface between product development and product marketing at a variety of companies including IT, software, biotech, pharma, and diagnostics. He is currently an Assistant Professor of Practice in the Department of Marketing at the Alvarez College of Business at the University of Texas at San Antonio.