



# Press Kit 2023

# Welcome!

Thank you for your interest in Seuss+. In this press kit you'll find information about the company, its founders, boilerplate, fact sheet, logos, color codes, and press photos.

Please reach out to us directly at [hello@seuss.plus](mailto:hello@seuss.plus)



# Core Idea

Business matters in life science



## Seuss+ Vision

To be a preferred and trusted international life science consultancy, helping our clients excel by solving their critical business challenges.

## Seuss+ Mission

Committed to shaping the business of science.

We want to...

We exist to help people and organizations thrive, overcome challenges, and succeed. Together we can impact the quality of human life through drug advancements.

# Our Manifesto

What we stand for and believe in.

- We're proudly reshaping the life science consultancy arena.
- We thrive when tackling our clients' challenges.
- We bring smart solutions when faced with challenges.
- We work as an extension of our client's teams.
- We are there to make our client's jobs easier.
- We are constantly in a state of learning and improvement.
- We are fully transparent.
- We believe in human connectivity.
- We know the journey to commercialization is complex and paved with uncertainty. We are here to help.





Helping Biotech companies strengthen their assets, to prepare for commercialization or sale.

WE ARE  
COMMITTED TO  
SHAPING THE  
BUSINESS OF  
SCIENCE.

211+

BIOTECH, PHARMA,  
AND SPECIALITY  
SUPPLIER CLIENTS  
SUPPORTED  
WORLDWIDE

75+

LIFE-SCIENCE  
SUBJECT MATTER  
EXPERTS TO FIT  
PROJECT NEEDS

10+

YEARS FOCUSED  
ON SOLVING  
COMPLEX BUSINESS  
CHALLENGES IN  
LIFE-SCIENCES

# Accelerate Assets

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## Life Science Consulting

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We offer the complete spectrum of vendor selection, vendor management, governance, oversight, contract negotiations, compliance, risk, marketing, and strategy.

# Growth and Change

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## Organizational Development

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Our multifaceted team of expert trainers and organizational consultants navigate you through the complex evolution of your life science organization.

# Introducing Seuss+ Leadership



**Kieran Canisius**  
CEO



**Sabine Hutchison**  
CEO



**Hellen Boering**  
Director of  
Operations



**Susan Braakman**  
Director of  
Group Services



**Gina Dunn**  
Director of  
Marketing



# Boilerplate

Seuss+ is a collaborative and trusted international life science consultancy. We creatively solve complex business challenges so our clients can focus on what they do best—science. We support success and organizational growth through our unique partner approach and portfolio of tailored and strategic business solutions.

Every biotech, pharma, and supplier is different; they each have unique business challenges, complex internal business cultures, and their own people management approaches. But all of them face the constant need for stringent regulatory compliance. Our deep understanding of the complexities involved allows us to provide a truly unique and dedicated partner approach.

Through collaborative input, our international team brings creative yet structured and data-driven solutions that orchestrate organizational growth and drug development success. It's our proven and unrivaled depth of knowledge and perspective, in combination with our reputation for passion and execution, that makes us Seuss+. Discover more at [www.seuss.plus](http://www.seuss.plus)



# Brand Logos

[DOWNLOAD LOGO PACK](#)



PRIMARY LOGO



LOGO VARIATION



SUBMARK

# Single-Color Alternative Logos



REVERSE LOGO

# Brand Colors

NUGGET



#C9982B  
RED: 201  
GREEN: 152  
BLUE: 43

DARK PURPLE



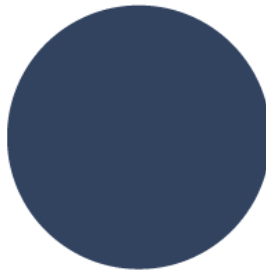
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GREEN: 40  
BLUE: 133

PERSIAN GREEN



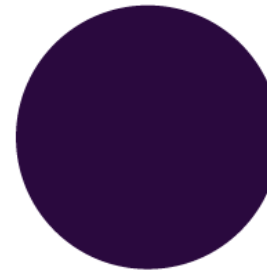
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GREEN: 157  
BLUE: 147

GULF BLUE



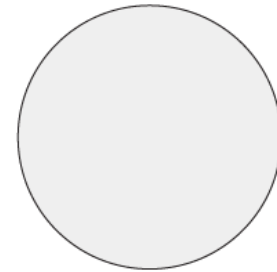
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GREEN: 67  
BLUE: 96

BLACKCURRANT



#2A093E  
RED: 42  
GREEN: 9  
BLUE: 62

WHITE



#FFFFFF  
RED: 255  
GREEN: 255  
BLUE: 255

COLOR PALETTE

Let's talk!

## Press Contact



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CONTACT NOW





Thank you.