



# MBA Advisory Council



## **Ben Pascal** Global Head of xPRO Program, bioMérieux

A thought leader in innovation and rapid diagnostics, proud Philadelphian Ben Pascal brings two decades of dynamic experience in entrepreneurship to his role at global diagnostics leader bioMérieux. Serving as the Global Head of the company's xPRO program, Pascal guides xPRO initiatives both domestically and abroad.

In this role, Pascal's responsibilities include: oversight of molecular research opportunities, development of new industry partnerships, management of commercial xPro product launches, training of global team members on new xPRO innovations, assessment of new technologies and development of tactical marketing plans.

A key initiative of bioMérieux, the xPRO program allows the company to respond rapidly to emerging market segments creating cutting edge molecular assays that address unmet microbiology needs for life sciences. Prior to his time with bioMérieux, Pascal co-founded Invisible Sentinel in 2006. Known as a leading edge molecular diagnostic developer and manufacturer, Pascal served in the role of Chief Business Officer from Invisible Sentinel's inception in 2019 when acquired by bioMérieux.

Pascal holds a Master's of Business Administration degree from Lehigh University, as well as a BA from George Washington University. Throughout his career, Pascal and Invisible Sentinel have been recognized as leaders in both business and innovation. Notable achievements include: "40 under 40" from Philadelphia Business Journal. Pascal participates in educational initiatives, lecturing on "The Art of the Pitch," "The Art of the Pivot," and entrepreneurship at Lehigh University. Additionally he works with students from Drexel University's Co-Op Program & Wistar Biomedical Technician Training Program (BTTP).

Pascal is based in metro Philadelphia where he lives with his family.

### EDUCATION:

Lehigh University  
'09 MBA



**LEHIGH**  
UNIVERSITY

College of  
Business