

Esma Nur Meydan, BSc, MSc, MEng Cand.

Lead, BAU HTA

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Technology Transfer Office (BAU TTO)

Portfolio: Strategic Projects and Technology Transfer

Esma Nur Meydan is a university–industry collaboration, R&D, technology transfer, contract management, and strategic project development professional. She contributes to **BAU HTA — Bahçeşehir University Health Technology Assessment Platform as Lead for Strategic Projects and Technology Transfer**, supporting the platform’s ability to convert academic expertise, health innovation needs, and external stakeholder priorities into structured collaborations, funded projects, consultancy agreements, and institutionally aligned outputs.

At Bahçeşehir University, she works as a **University–Industry Collaboration Specialist**, where she manages end-to-end collaboration and contract processes with corporate and institutional partners. Her work includes drafting, coordination, execution, reporting, stakeholder negotiation, and cross-functional coordination with legal, financial, technical, academic, and external teams. This experience is directly relevant to BAU HTA’s mission, where successful work in HTA, HEOR, market access, value-based healthcare, and health innovation requires not only academic rigor, but also strong project execution and partnership management.

Her professional experience includes leading university–industry collaborations with major organizations such as **Huawei, Şişecam, Sahibinden, TUSAŞ**, AI and technology companies, and other institutional partners. She has managed consultancy agreements and service contracts across multiple sectors and has supported industry–academia matchmaking by aligning university research capabilities with commercial R&D needs.

A key strength of her profile is her experience in **R&D project development and funding processes**. She has worked on TÜBİTAK 1507, 1707, 1505 and related external support programmes, including project development, academic matching, application preparation, reporting, and partner coordination. She also helped expand a consultancy-driven funding portfolio from **£3 million to £17 million** through strategic partner development and new project acquisition.

Before her current university–industry collaboration role, Esma Nur Meydan worked as an **R&D and Technology Transfer Assistant Specialist at Tobio Pharmaceuticals**. In that role, she took part in end-to-end pharmaceutical product development processes across

R&D, regulatory, and manufacturing teams. Her responsibilities included formulation development, process optimization, regulatory documentation in CTD format, technology transfer activities, supplier coordination, purchasing processes, market research, patent analysis, and pricing studies.

This pharmaceutical R&D and technology transfer background is highly relevant to BAU HTA's positioning in relation to **pharmaceuticals, biotechnology products, medical technologies, market access, evidence generation, and innovation pathways**. Her experience across R&D, regulatory affairs, business development, and market access support allows her to understand how scientific ideas, development processes, regulatory documentation, pricing considerations, and partnership structures interact across the health technology lifecycle.

Esma Nur Meydan's academic background combines life sciences, biotechnology, and engineering management. She holds a **BSc in Molecular Biology and Genetics** from Üsküdar University, where she studied with a full scholarship, and an **MSc in Biotechnology** from Akdeniz University. She is also pursuing graduate studies in **Engineering Management** at Bahçeşehir University. This combination gives her a strong foundation in biomedical science, applied biotechnology, project thinking, and management-oriented approaches to innovation.

Within BAU HTA, her role is strategically important because the platform is designed to operate at the interface of **academia, industry, public-sector priorities, health innovation, and regional collaboration**. As Lead for Strategic Projects and Technology Transfer, she strengthens BAU HTA's capacity to identify collaboration opportunities, structure project pathways, coordinate external relationships, support proposal development, and align BAU HTA's academic capabilities with stakeholder needs.

Her portfolio complements BAU HTA's other leadership areas, including health economics, HEOR, value assessment, market access, health policy, clinical sciences, outcomes research, surgical and procedural technologies, evidence synthesis, and real-world evidence. By bringing a technology transfer and strategic project perspective, she helps ensure that BAU HTA can move from scientific discussion to practical implementation, partnership development, and measurable institutional value.

Her skill set includes **contract lifecycle management, university-industry collaboration, R&D and technology transfer, regulatory affairs, TÜBİTAK project funding, business development, market access, stakeholder negotiations, cross-functional collaboration, analytical thinking, problem solving, and communication**. She also has technical familiarity with biotechnology-related tools and methods, including HPLC, GC, UV-Vis spectrophotometry, Empower, LabSolutions, AutoDock Tools, NCBI, and MEGA, as well as research and productivity tools such as Scopus, SciVal, Pure, ChatGPT, Claude AI, and Perplexity.

For BAU HTA stakeholders, Esma Nur Meydan's profile is particularly valuable because she brings together **biomedical science literacy, pharmaceutical R&D exposure, technology transfer experience, contract and project management capability, and university-industry collaboration practice**. This combination supports BAU HTA's ability to engage with pharmaceutical companies, medical technology developers, biotechnology innovators, AI and digital health companies, public institutions, academic teams, and regional partners.

Through her role at BAU HTA, Esma Nur Meydan contributes to the platform's broader mission of advancing **evidence-informed and value-oriented decision-making** in health technologies. Her work supports the development of strategic collaborations, externally relevant projects, consultancy pathways, and innovation-focused partnerships that can help BAU HTA generate better evidence, strengthen value demonstration, and build meaningful connections across Türkiye and neighboring regions.