



ORANGE COUNTY BIO

CGT Marketing Solutions for the Next Wave

CGT Persona Blueprint

Speak to What Matters. Build Messaging That Resonates.

In cell and gene therapy, every stakeholder has different motivations, questions, and decision-making criteria. This CGT Persona Blueprint helps you tailor your message for impact—whether you're pitching to pharma, engaging researchers, or winning over tech evaluators. Use these insights to connect with the right people, in the right way, and at the right time.



PHARMA

Responsible for assessing new platforms for integration into development pipelines.

Goals Scalability, platform relevance, manufacturing feasibility

Pain Points Platform readiness unclear, overly academic tone

Channels LinkedIn, pitch decks, industry conferences

Messaging Tips Emphasize maturity, trust, and business alignment

Key Takeaway Position your technology for seamless integration into pharma development workflows.



TECH EVALUATOR

Reviews scientific and technical feasibility of CGT platforms across R&D or manufacturing.

Goals Scalable process, GMP readiness, smooth tech transfer

Pain Points Vague CMC plans, academic tone, lack of reproducibility

Channels Diligence meetings, technical talks, conferences

Messaging Tips Emphasize process maturity and integration ease. Use clear visuals

Key Takeaway Position your platform to move smoothly from bench to GMP manufacturing.

Editable Persona Template

1. Fill out the stakeholder personas below to sharpen your messaging.
2. Focus on one audience per persona (e.g., investor, pharma, researcher, tech evaluator).
3. Use the prompts to clarify your goals, pain points, and tone.
4. Then distill the takeaways into one key message that resonates with your intended audience.



Goals

Pain
Points

Channels

Messaging
Tips

Key
Takeaway



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