

Executive Bio

Cathy Frieden Lineberry Principal, Sunrise Therapeutics, LLC



Ms. Lineberry is currently Principal and Co-Founder of Sunrise Therapeutics, LLC, a firm that provides consulting services on corporate development and strategic business issues as well as on clinical and regulatory issues in drug development.

Ms. Lineberry was formerly the Co-Founder and President of Lineberry Research Associates (LRA), a privately held contract research organization and strategic consulting firm that provided drug development services to pharmaceutical and biotech companies both nationally and internationally. LRA received numerous awards and recognition in the business and scientific community for its sustained growth and success over more than a decade. In addition, the company was highly regarded for its emphasis on corporate culture and community service. LRA was acquired by Constella Group in November 2006 and Ms. Lineberry subsequently served as Vice President, Strategic Affairs for the new organization.

Ms. Lineberry has more than 25 years of cross-functional pharmaceutical experience in basic and clinical research, as well as experience in business development and marketing. Prior to founding LRA, Ms. Lineberry spent 14 years at Burroughs Wellcome Co. (now GlaxoSmithKline), holding various positions involving new product development, product management, managed care marketing and sales, Rx-to-OTC switches, and public affairs.

As a speaker at industry and trade meetings, Ms. Lineberry covers topics ranging from drug development and product commercialization issues to corporate culture and entrepreneurial leadership strategies. She served on the planning committee for the CED Biotechnology Forum series and was the 2007 co-chair of the Southeastern BIO Conference. One of Ms. Lineberry's proudest accomplishments was being asked to speak about the LRA corporate culture at the 2006 Shelton Leadership Forum at NC State.

Ms. Lineberry continues to be active in the pharmaceutical and biotechnology community. She is currently on the Board of Directors for Gentrif Corporation, an area pharmacogenomics company and serves as an advisor to Impact Pharmaceutical Services, a CRO and strategic consulting firm. She is also a member of the advisory board for the Durham Tech Clinical Trials Research Associate program.

In addition, Ms. Lineberry has continued her focus on community service which has been an integral part of her corporate and personal life for more than three decades. She has served on the NC Cystic Fibrosis Foundation Board since its reorganization in 2008. She was introduced to the organization more than 15 years ago through her company's work in this area which included on its client roster a number of pharma and biotech firms developing treatments for cystic fibrosis. LRA was a strong supporter of the CFF and the Lineberry family has continued this commitment and support.

For 21 years, Ms. Lineberry was also involved with the March of Dimes (MOD), serving in volunteer leadership positions at the Division, Chapter and State levels. Her involvement began during her tenure at Burroughs Wellcome Co.; she initiated and subsequently led the corporate team for the MOD's primary fundraiser, WalkAmerica. For over a decade under Ms. Lineberry's leadership, Wellcome was a leading fundraiser in WalkAmerica. Upon forming LRA, she continued her commitment to the MOD. As a company with less than 100 employees, LRA was consistently one of the top performing teams in WalkAmerica and often the

highest per capita fundraiser in the state. The company became a model of what a small company could achieve with the right motivation, commitment and leadership as it was also one of the highest per capita fundraisers in the nation for the MOD WalkAmerica. During this time, Ms. Lineberry chaired the Chapter Board for the March of Dimes. She was also integrally involved in the initiative that led to the formation of the first state-wide board for the MOD, serving on the newly formed NC Board for several years.

As community service was a hallmark of her company's corporate culture, Ms. Lineberry and the LRA team were involved with many other non-profit, service organizations and community initiatives during her leadership of LRA, including, but not limited to, the Ronald McDonald house, Habitat for Humanity, the NC Special Olympics, Adopt-A-Highway, New Beginnings (an organization that assisted victims of abuse) and the Caring House (an organization providing housing for adult cancer patients and their caregivers during outpatient treatment at the Duke Comprehensive Cancer Center). In addition to her current association with the NC CFF Board, Ms. Lineberry is also involved with The Nature Conservancy and several animal rescue organizations