



**CONTACT:**

Darren Eskow

[DEskow@bluestarbio.com](mailto:DEskow@bluestarbio.com)

o: (212) 257-5814

m: (917) 566-5667

Monika Trzcinska

[MTrzcinska@bluestarbio.com](mailto:MTrzcinska@bluestarbio.com)

o: (212) 257-5813

m: (774) 275-9247

**FOR IMMEDIATE RELEASE:**

January 2018

**The Consulting Business of Torrey Insights Spins Out Into a New Entity - Bluestar BioAdvisors, LLC**

***Boutique Consulting Business Provides Expertise Across the Life Sciences Sector***

**New York City, NY** — The consulting team from Torrey Insights has spun out into a new entity called Bluestar BioAdvisors, LLC. ("Bluestar"). A boutique, client-centered consulting firm specializing in the life sciences industry, Bluestar will be led by co-founders and Managing Directors, Darren Eskow, MBA, and Monika Trzcinska, Ph.D., who, together, led the consulting practice at Torrey Insights.

Bluestar will leverage the team's expertise to advise companies across the life sciences sector—pharma, biotech, life science tools, medical devices, diagnostics, and related products and services—on portfolio and business development strategy, product positioning, as well as evaluating and guiding the future market potential of new technologies. "Our name has changed, yet our dedicated team, approach to projects and laser focus on our clients' needs remain the same. We are committed to providing clients with the strategic direction and business guidance we've successfully delivered over the years as the Torrey Insights Consulting team," says Dr. Trzcinska.

Prior to her position at Torrey Insights, Dr. Trzcinska served as Director of Business Development at Repligen and managed business development and strategic marketing at Sigma-Aldrich and Cyprotex/Apredica. Prior to Torrey Insights, Mr. Eskow served as Director at Navigant Consulting, Principal at Easton Associates, and a Research Associate in Sanford C. Bernstein & Company's sell side equity research group.

Embracing a market-driven approach, which combines deep scientific expertise and awareness of the business implications of key decisions, Bluestar emphasizes integrity and client service as core principles. "We're building Bluestar BioAdvisors on the premise that everything we do must drive value for our clients and the patient populations they serve," says Mr. Eskow. "Bluestar's structure enables us to be dedicated to clients' issues and deliver the high-quality, strategic support our clients have come to expect and trust. We look forward to advising businesses across the life sciences sector to make their strategic vision a reality."

Bluestar BioAdvisors provides strategic, actionable recommendations to drive clients' successes throughout the life sciences industry, in areas such as:

- Market and product assessments
- Revenue and NPV analyses
- Commercial diligence
- Portfolio planning
- Identification and evaluation of licensing and acquisition opportunities
- Competitive landscape analysis
- Therapeutic area/indication prioritization

For more information about Bluestar BioAdvisors, visit our [website](#).

---

#### **About Bluestar BioAdvisors, LLC**

**Bluestar BioAdvisors, LLC**, is a boutique, client-centered consulting firm that services companies—ranging from startups to major multinationals—in the life sciences industry. Bluestar services focus on market and product assessments, commercial diligence, forecasting/NPV analysis, competitive landscape analysis and scenario planning, asset search and evaluation, and therapeutic area/indication prioritization. For more information, visit our [website](#).

---

Bluestar BioAdvisors, LLC  
555 Madison Avenue, 5th Floor  
New York, NY 10022