



Testimonial for Nicholas Davala - MERC Program

Nicholas Davala is currently working with us, a Germany-based life science startup, on an interim basis as our Commercial Lead and Head of Marketing. I can say with full confidence that his support has not just been invaluable and a real relief, but a tremendous asset on every level.

Nick quickly grasped the complexity of our situation, identified key challenges, and didn't stop at strategy - he immediately moved into concrete, effective execution. Together with him, we've restructured our CRM, refined our target customer segments, built a clear and actionable sales pipeline, launched fully automated email campaigns, created high-quality marketing materials, and strategically planned and executed our presence at industry events.

He leads customer conversations independently, guides them with strategic clarity, and brings in the executive team at exactly the right time. His approach is always professional, open, creative, and efficient - and at the same time collaborative, easy-going, and respectful.

What truly sets Nick apart is that he doesn't just get things done - he wants the team to learn. He actively shares his knowledge and makes sure we understand the thinking and mechanics behind what we're building, so we can eventually run it ourselves. He's not just executing - he's empowering.

Another huge asset is his network. Nick is incredibly well-connected in the life sciences and diagnostic space, and he never hesitates to reach out to the right person for a quick answer, an introduction, or market insight. He activates his network generously and effectively, always intending to help the startup move forward.

Nick helps startups succeed in areas where many only realize too late that support is essential: building structured go-to-market strategies, sharpening positioning, managing the sales process, and delivering commercial and communication plans that actually work. Most Startups recognize late that technology alone isn't enough - Nick bridges the gap between product and market with strategic insight and hands-on execution.

In this combination, he is truly a standout. He brings together strategic depth, operational clarity, marketing expertise, and industry experience - and helps startups grow commercially, organizationally, and as teams. His contribution to our work has been invaluable in every way.

I recommend Nick Davala for the MERC program without hesitation - as someone who doesn't just support startups, but propels them forward with lasting, scalable impact.

Dr. Tina Hassberg
Founder & CEO [Solios Diagnostics](#)