



**Hershel Berry**  
**Founder/Managing Partner**  
**Blueprint Life Science Group**

Founded in 2005, Blueprint works with emerging private and public companies to secure investor and business relationship in the U.S., Australia and Europe.



The firm is based in San Francisco and has offices in Sydney and Berlin. Prior experience includes serving as a Director of The Trout Group, an investor relations firm serving the life science sector and Idealab, a venture capital firm that incubates technology based companies.

Through the years Hershel has remained active in No Mayo, an organization he founded in 1990 that supports music education in public schools.

While at No Mayo, he secured corporate partnerships, and oversaw donations to public high schools in San Francisco, Los Angeles and New York City. Partnership highlights included: Sony Music, Alliance Capital & Booz Allen Hamilton.

Hershel has a B.S. in Business and English from Skidmore College in Saratoga Springs, NY.