

Experienced executive that has built organizations and successfully brought new products to market

- Strategically focused with strong business planning and operational expertise
- Creates shareholder value by leveraging capital, technology and product offerings
- Capable of building and optimizing internal organization structures and company resources
- Competitive with strong marketing, product development and international experience
- Leverages strategic partner and customer relationships to support and grow businesses

Areas of Expertise

- Strategic and operational business planning
- Market segmentation and product positioning
- Commercialization and product launch programs
- International marketing, sales and clinical support
- Consumer awareness and patient education
- Institutional and angel investing
- Management public/private firms
- FDA regulatory – Class II and III
- Medical product reimbursement
- Physician training and education

Professional Experience

Vice President – International Marketing

Medicamatrix, Inc. – Maastricht, The Netherlands – 2015 to 2017

Pre-revenue company with innovative medical device for diagnosing and monitoring prostate disease. Responsible for evaluating the clinical value and market potential of the device and implementation of a commercialization plan for Europe. Also, accountable for forming and registering a new company in the Netherlands to provide marketing, sales, distribution and customer support outside of the U.S.

- Identified and built relationships with key constituency groups to establish support for the product
- Created operating company and support systems to manage distribution, order processing and service
- Wrote clinical protocols for conducting studies including the collection and analysis of data
- Identified clinical and economic benefits of using product and requirements for getting it approved
- Prepared training materials and performed in-service training with physicians on use of the device

CEO / Director/Consultant

Vigilant Diagnostics LLC – Minneapolis, MN – 2013 to 2015

Early stage company evolving from research at the University of Minnesota that dramatically improves the efficacy of testing for infectious diseases and food safety. The unique proprietary technology improves the performance of lateral flow assays (LFA'S) by 10 – 30 times creating the potential to eradicate major worldwide diseases. Responsible for building a business plan and identifying partners for collaboration. Primary activities included raising funds to develop a product prototype, sourcing a development partner and working with physicians to develop market targets and segmentation plans.

- Licensed core technology and patents from the University of Minnesota
- Prepared a detail five-year business plan with expense budgets and a revenue forecast
- Assisted in raising \$597,000 in funding to support development of initial product prototype
- Formed company and prepared business organization documents and a Board of Directors

- Identified key opinion leaders and experts in the diagnostic disease market

CEO / Founder/Chairman and Director / Consultant
ProUroCare, Inc. – Minneapolis, MN 2005 - 2013

Public company focused on development of new imaging technology for diagnosing tissue abnormalities in soft tissue organs. Built company from early stage start-up to point where key product was approved by FDA (2012). Raised \$13.8 million in capital to develop the product, conduct clinical studies and obtain clearance under a de novo filing. Negotiated License, Development and Commercialization agreements.

- Formalized value propositions and labeling claims for the product and for subsequent FDA approval
- Developed product, clinical, regulatory and commercialization strategies for marketing the product
- Created a unique business model, a reimbursement strategy and a billing model to maximize revenue
- Assembled group of medical device consultants and key physicians to assist in guiding the company
- Acquired and helped submit more than 22 patents to provide a strong intellectual property position

Marketing Consultant
Minneapolis, MN 2004

Worked with four medical device companies to identify strategies for bringing new products to market. Evaluated distribution channels and fund-raising opportunities and identified potential business partners.

Vice President Marketing and Sales/ Vice President Strategic Planning/ Officer
SurModics, Inc. – Minneapolis, MN 1998 to 2004

The company developed and licensed surface coating technologies to medical and industrial businesses. Established market focus and discipline for selling the company's products and support services. Created process to integrate the inputs and expertise of the business units into an annual market assessment and strategic plan. Used segmentation strategies, account targeting and marketing programs to drive revenue in key business segments. Converted company from a technical to market driven organization.

European Marketing Manager
Boston Scientific Corporation - Natick, MA and Western Europe 1996 to 1998

Implemented marketing, sales promotion, product development and long term strategic plan for a European Business Unit. Developed in-country marketing and sales plans and identified new market and product opportunities. Launched three new products and transferred technology between Europe and the U.S. Developed clinical, reimbursement and regulatory strategies to support the business. Managed key business relationships where licensing and joint venture agreements existed.

Previous Work Experience - Director of Marketing or Marketing Manager with C.R. Bard, Medtronic, American Medical Systems, Advanced Surgical Intervention and Vicor Systems.

Education

Bachelors of Arts with honors - Business/Economics - University of Minnesota
Master's in Business Administration with honors - (MBA) – Marketing – Carlson School of Business at the University of Minnesota