

# KEVIN CRISTADORO

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## DIRECTOR of MARKETING I VICE PRESIDENT OF MARKETING

*'Driving Global Growth through Marketing Excellence, Healthcare Analytics and Sales Enablement'*

### PROFESSIONAL SUMMARY

An award-winning Global Marketing Leader with 10+ years (7+ leadership) designing and executing winning commercial strategies in multi-specialty medical devices and biologics. Strengths in identifying, developing, and growing new markets, products, brands, teams, customer relationships, and product portfolios in Fortune 500 companies and fast paced medical device start-ups using core marketing skills (Up/Down), brand strategy, stewardship and positioning, messaging, market research, clinical needs of customer, KOL's and sales channel, value proposition development, healthcare economics analytics to identify prospects, markets, and opportunities, cross functional team partnerships, Sales alignment and thought leader engagement. Expertise in new Product & Market Development (4-awards Medtronic), first in class products & services, Digital Marketing, Meetings, Events, Campaigns for Lead Generation, KOL engagement, Commercialization & Launch Planning, Education, Sales & Sales Leadership experience, and award-winning content creation. A collaborative leader who builds and develops high-performing teams that drive results.

### SELECT ACCOMPLISHMENTS

- Recipient of several awards in marketing and product development including Medtronic's highest award, the corporate "Star of Excellence" award
- Contributor with R&D - named on 4 issued patents (3 with Medtronic) for new devices and surgical techniques
- Developed Boston Scientific's first international cardiovascular training school based in Ireland for global teams
- Elevated Medtronic's NeuroUro & OBGYN business unit growth from 10% in FY06 to 46% (FY07-fastest growing unit)
- Significant consulting experience with medical device start-ups including early-stage commercialization, collaborative Clin/Reg/R&D partnerships, market/product development, brand positioning, and thought leader engagement

### PROFESSIONAL EXPERIENCE

AGINCOURT LIFE SCIENCES, Minneapolis, MN

**Vice President – Early-Stage Life Science Commercialization & Market Development** **Sept 2014 - present**

*A consulting firm for early-stage medical device and biologics companies. Services in product management, clinical education/training, commercialization, agency/PR/media, market research, product, market development/management, events, thought leader management, sales enablement, web/digital marketing/KPI and strategic planning, working with VC investors, and start-up leadership*

- **Microvascular Tissues (MVT)** (2021 - present) Early-stage company using lyophilized human tissue for wound care
- **Optum/UnitedHealthcare** (2018 – 2020) Partnered with a cross-functional team to develop the first medical device SaaS market/physician targeting tool using Optum Analytics health care coding information data assets
- **Neuveo** (2016 to 2018) – Early-stage oncology (breast) start-up using sensors and cloud-enabled disposable ultrasound for early diagnostic detection of tumor response to Rx vs. CT imaging; early exploration for pre-eclampsia detection; therapeutic applications for mild neurostimulation in chemo patients (Chemo Induced Neuropathy)
- **Tepha Medical/Galatea Surgical** (2014 – 2016) purchased by Becton Dickinson in July 2021 – VC & MIT-backed bioabsorbable polymer/soft tissue fixation ("internal bra" for breast lift) start-up for aesthetic & reconstructive plastic surgery; developed all website creation/KPI's, branding, messaging, positioning, sales training, promotional materials, events, physician/sales training. Product article featured on front cover of women's Allure® magazine

RTI SURGICAL, Minneapolis, MN

**Director of Marketing– Sports Medicine, Plastic & Reconstructive Surgery** **Jan – Sept 2018**

*Surgical company with division focused on B2B/OEM Human Tissue Market Development for various specialties. Position eliminated due to FDA identified human tissue processing deficiencies (i.e., 483's)*

- Managed a small team of multi-site B2B up/downstream marketers to redefine worldwide new market development and commercialization and retention programs for two business units (OEM partners & US Marketing)

MEDTRONIC, PLC, Minneapolis, MN

**Director – Global Pacemaker Marketing** - Cardiac Rhythm Management (CRM)

**Apr 2013 – Aug 2014**

*Core business unit of Medtronic's Cardiovascular Group (CVG). Position eliminated/merged with Upstream Marketing*

Oversight and management of six downstream marketers to drive worldwide Brady (IPG/pacemakers) share

- Led worldwide direction, communication and product commercialization, communications, field, and customer-facing strategy, long/short-range planning, product launch, sales support, media/PR, market plan development and execution, budget, digital marketing, KOL management for this >\$550MM U. S. /\$1.5B WW market
- Achieved 101% to plan in FY14; Led team to create PR & DTC website, "Mypacemaker.com," and manage celebrity spokesperson and patient focus organizations (e.g., A-fib; pacemaker awareness)
- Innovation Award (\$25K grant) partnering with R&D developing new technique for temporary pacemaker placement
- Led pan (CVG) Medtronic cross-functional leadership team (25+) to leverage data analytics for Sales targeting
- Leadership role representing new technology identification; led initial due diligence on TYRX acquisition

TEPHA MEDICAL®, INC., Lexington, MA

**Consultant**

**2012 – 2013**

*VC & MIT owned absorbable biopolymer manufacturer (start-up regenerative medicine/Becton Dickinson acquisition 7/21)*

- Up/Downstream marketing, commercialization, business development for 1st in class bioabsorbable polymer
  - Applications included cardiovascular (drug/device), OBGYN, urology and plastic surgery (B2B/B2C)

ENTELLUS MEDICAL, INC., Minneapolis, MN

**Director – Education and Sales Execution**

**2011 – 2012**

*Prominent VC backed ENT company with innovative device for sinus surgery (start-up/now Stryker ENT)*

Led a small team to develop all physician and sales training events, tools, and programs

- Built and managed on-site cadaveric training lab and developed mobile bioskills labs
- Developed all didactic/surgical technique instruction/training materials; managed KOL physician contracts,
- Facilitated sales execution training with sales product and process instruction, clinical training, and territory physician procedural targeting (using CPT/ICD/Rx data)
- Led initial partnership (and eventual acquisition) of nasal packing chitosan sponge company (CogENT Therapeutics)

TORNIER, INC., Minneapolis, MN

**Director of Marketing (Up/Down) – Orthobiologics**

**2007 - 2011**

*VC backed arthroplasty, extremity and sports medicine "roll-up" orthopedic company (start-up/now Stryker Orthopedics)*

Develop and lead the global orthobiologics commercialization team and platform. Product lines included stem cells, growth factors (PHASE II DRUG), tissue matrices (LifeCell® partnership), absorbable biopolymer scaffolds, Platelet Rich Plasma (PRP), and Bone Marrow Aspirates (BMA)

- Developed and led commercialization strategy for all biologics franchise
- Directed, developed and delivered all education efforts for 20 distributors/100+ sales representatives
- Led all commercialization, education and sales enablement efforts
  - Product branding/messaging/positioning, product lifecycle management, market identification/development, market research, thought leader management, sales targeting, website creation/KPIs, social media strategy, case studies, surgical technique development, sales tools/collateral materials, white papers, meetings, events, and commercial partner integration (Tepha Medical, Pall®, LifeCell)

MEDTRONIC, PLC., Minneapolis, MN

**Principal Physician Market Development Manager** – InterStim® Therapy; Neurology/Urology; OBGYN

**2005-2007**

*Device ("pacemaker for the bladder") for urgency, frequency, idiopathic and neurogenic incontinence patients*

Developed physician awareness, growth opportunities, and adoption of neurostimulation for incontinence

- Elevated growth from 10% in FY06 to 46% in FY07 from the launch of OBGYN/URO/UROGYN products
- Led development of product line rebranding, patient focus group research, KOL development/management, programs, product positioning, and messaging

- Created innovative sales & clinical education tools to drive greater growth and product acceptance
- Initiated and implemented healthcare analytics for market identification/sales targeting (ICD/Rx/CPT)
- Recipient of several awards; Marketing Manager of the Year (2006 & 2007), Divisional (Neuro) team award, the Star of Excellence Award (highest Medtronic award) for excellence in product launch (Team award/marketing member)
- Direct contributor on three issued patents for a new device and surgical technique to lower cost, minimize pain, and improve time and accuracy of the procedure

BOSTON SCIENTIFIC CORPORATION, Minneapolis, MN

**International Sales Division; Group Manager, Sales Enablement - Cardiovascular Interventions** **2004-2005**

*All coronary and peripheral vascular minimally invasive devices for Emerging Markets (non-EU, JP, US)*

Led a team responsible for International Coronary & Peripheral division sales execution and training events. 80%+ travel to overseas operations

- Oversight of all emerging market business unit performance to plan (20 managers/75+ sales representatives)
- Executed marketing plans and programs for the global sales force (18 operations/100+ indirect reports; 35 countries)
- Guided team to develop and manage new OUS Sales Training and Performance Management program in Ireland
- Developed and managed global KOLs
- Direct in-country commercialization support: India, China, Korea, Turkey, Jordan, Egypt, Argentina, Australia

**Global (Down/Upstream) Product Marketing Manager - Angioplasty Balloons & Drug-Eluting Stents** **2001-2004**

- All commercial facing efforts (branding, sales materials, KOL engagement, etc.) for peripheral angioplasty balloons
- All product development through clinical efforts for future coronary and peripheral drug-eluting stents

**U.S. Peripheral Sales Division; Sr. Territory Sales Manager/Territory Manager** **1998-2001**

- Managed a \$2.8M territory in SE Texas and SW Louisiana for minimally invasive peripheral vascular disease devices
- Grew sales >25% in 2001; Forfeited 2001 President's Club to be promoted into Marketing (ranked 3/113)

## RELEVANT SKILLS

Early Stage Commercialization, Market Access, Market Development, Thought Leader Engagement, Clinical Education, Training, Marketing & Publication Planning, Patient Marketing, Strategic Planning, Market Research (Qual/Quant/VOC), Market Identification, Segmentation & Development, Product Development (Upstream/Downstream), Pricing, Portfolio/Cadence Strategy & Development, Market Positioning, Competitive Analysis, Value Proposition, Launch Planning & Execution, Commercialization, Reimbursement, AOP/Budget, Medical Device Sales & International Sales Management, Sales Enablement, Healthcare Economics & Outcomes Research (HEOR), Healthcare Analytics (to identify markets), Meetings & Events, Crisis Management, Cross-Functional Team Partner & Leadership, Coaching, Marketing Communications, Content Development, Team Leadership, Coaching & Development, Servant Leader philosophy

## EDUCATION

HOUSTON BAPTIST UNIVERSITY, Houston, TX

**Master of Arts, Clinical Psychology** (G.P.A. 3.85)

**Thesis** - *Self Esteem in Abused and Neglected African American Children*

**Bachelor of Arts degree in English and History** – (G.P.A. 3.73) double major-magna cum laude

**President's Award** - Most Outstanding Male Student

## AWARDS AND RECOGNITION -

**Medtronic Innovation Award** (2014) - \$25k grant; surgical technique; temporary miniature pacemaker for new markets

**Medtronic Corporate Star of Excellence Award** (2007) – For market development excellence- InterStim II launch team

**Medtronic Neurology Sector Star of Excellence Award** (2007) - For market development excellence-InterStim II launch

Medtronic Marketing High Achiever's Award – **Marketing Manager of the Year** (2007) – Neuro/Uro-InterStim

Medtronic Marketing Rookie of the Year Award – **Marketing Manager of the Year** (2006) - Neuro/Uro-InterStim

Boston Scientific **President's Club** (2001) – For Sales achievement. Forfeited for Marketing promotion; rank 3/113

**PATENTS/APPLICATIONS**-available upon request

# KEVIN CRISTADORO

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**Date:** July XX, 2022

**To:** XXXXX Talent Acquisition

**Re: Vice President of Marketing/Director of Marketing**

Representative:

In looking at your available position, I was greatly interested in the role and how my past award-winning experience in medical device and biologics marketing in large matrixed (Boston Scientific, Medtronic) and small, private equity backed startups could assist XXXX's plans for greater market presence, expansion and growth.

Some highlights include:

- High research acumen: master's level degree in a clinical discipline
- 12+ years' experience in marketing (10+), education & sales in large (Medtronic, Boston Scientific) and small startup companies encompassing product & market development, forecasting, budget management, and multi-channel marketing (e.g., Media, DTC, PR, Product/Market Development, Content Collateral, Clinical customer and internal team needs, Patient & Physician Marketing, Digital Marketing, Website development/ROI)
- Building and maximizing product and company brand, brand stewardship, messaging creation & alignment and value proposition development
- High acumen for launching novel and/or unique first in class biologics and medical devices including an MIT developed biopolymer acquired by Becton Dickinson in 2021
- Business insight awareness through market research and competitive intelligence
- Cross-functional team partner, enabler, collaborator and Marketing leadership
- Belief in Sales alignment with Marketing, including partnering on programs, content /collateral development, field travel, KOL visits
- Excellent Marketing relationships with Clinical, Education, Market Access, Finance, R&D, Regulatory & Legal team members
- Collaborator with Sales & Operations Planning (S&OP), Finance & R&D to align product forecasting with fulfillment
- Strong interpersonal skill sets, written and presentation abilities, resourcefulness, and collaborative with an ability to thrive in ambiguity with highly dynamic organizations
- Excellent work ethic, positive attitude, and proactive servant leadership style
- Strengths Finder: Achiever, Relator, Learner, Arranger, Responsibility
- Open to relocation

As precision medicine continues to evolve, a comprehensive market strategy, plan, cross functional team collaboration and Sales alignment will become a greater imperative to sustain market leadership and financial growth. XXXXX's role presents an opportunity to provide value in an area I am passionate about and enjoy partnering with cross-functional team members.



Respectfully,  
Kevin Cristadoro