

## Executive Summary

**Growth-focused and enterprising leader with credible history of success delivering financial, sales, and operational leadership across medical device industry, utilizing proven expertise of US and international marketplaces.**

Stellar record of delivering multimillion-dollar bottom-line growth by introducing and implementing value-added initiatives. Immense knowledge and a thorough understanding of regulatory environment related to FDA, Insurance, and Medicare reimbursements. Valued for demonstrating good judgment and integrity while influencing executive teams, board members and stakeholders. Demonstrated thought leadership with the capacity to train and mentor multifunctional teams from diverse backgrounds. Credited with excellent networking skills and strong capabilities in cultivating and maintaining collaborative relationships with a multitude of clients.

## Areas of Expertise

- Operational Leadership
- HR Management
- Structuring/Managing Physician JVs.
- Medicare & Insurance Reimbursement
- Strategic Partnerships
- Consultative Selling
- Profitability & Cost Analysis
- Value-Based, Outcome Driven Healthcare
- Government Regulations
- Sales & Marketing Collaboration
- Contract Management
- Team Building

## Signature Achievements

- Yielded remarkable revenues in excess of \$160M through value-added initiatives execution.
- Transformed a startup into a competent organization which sold and delivered services with high end medical devices in a complex and saturated market.
- Reorganized and overlooked numerous Physician joint ventures in a complex and fast-paced healthcare environment.

## Career Experience

**Medispec Ltd., Gaithersburg, MD**

**1992 – 2021**

Co-Founder, Vice President/COO

Spearheaded end-to-end operations management of a multi-million-dollar healthcare company, offering sales and services for shock wave devices in fields of Urology and Podiatry. Shaped the strategic direction and coordinated bottom line-factors including long-range planning, product management, sales and marketing strategy. Prioritized relationships and opened dialogues to identify and provide solutions to customers' specific needs. Supported the Board of Directors and CEO on raising capital as well as for a potential IPO. Negotiated and implemented a nationwide service agreement with GE Healthcare to provide after sales service. Hired and trained a successful team of professionals that included sales, application, marketing, and technical support. Adapted to US audience and situational management, communication, sales, and coaching styles.

- Boosted market share from 0 percent to 30 percent, while increasing profit margins by 60 percent, with higher quality services in North America.
- Improved the effectiveness of business model as per market dynamics and the evolving healthcare environment.

- Secured FDA approval for multiple Class III and Class II Devices through a multitalented team of regulatory, clinical, and medical professionals.
- Negotiated long term agreements with private corporate hospitals, VA hospitals and with Defense Logistics Agency, utilizing exceptional persuasion skills.
- Established new marketing channels and fostered strategic alliances with an aim of driving significant profits.

#### **Medispec Ltd. (International), Israel**

**1990 – 1992**

Vice President Sales, Asia Pacific/South East Asia

Enhanced corporate brand image of Medispec in the Asia Pacific/South East Asia Markets. Developed strong competencies in international business from contract/price negotiations, letter of credits, regulatory approvals, and freight logistics to licensing

- Outpaced the operation of startup to over \$2.5 million in revenue in the first 12 months.
- Established International markets in Japan, India, South Korea, Taiwan, Indonesia, Philippines, Malaysia, Singapore, Thailand, Nepal, Kenya, Egypt.
- Formed a network of distributors in Japan, India, South Korea, Taiwan, Indonesia, Philippines, Malaysia, Singapore, Thailand, Nepal, Kenya, and Egypt and generated over \$10 million in revenue.
- Supported an Indian distributor that generated over \$1.2 million in sales by eliminating inefficiencies and providing detailed, hands-on sales coaching.

## **Additional Experience**

**Industrial Engineer**, Breakthrough Medical Corporation, Gaithersburg, MD

**Electrical Engineer**, Matri Instruments & Chemicals P (Ltd.), India

## **Education**

**MS, Industrial Engineering**

Alfred University, NY

**BE, Electrical Engineering**

Delhi College of Engineering, India

## **Affiliations**

Member, Board of Directors, Medispec Ltd. (USA)/Medispec Ltd. (International)

Member, Board of Advisors, Endovigilant Inc.

Member, Maryland Israel Development Center