

Note: This candidate was not interested in employment, but in achieving funding for his two startups.

## Candidate Name

### New Business Development & Growth | Globally-Scaled Strategy Launch | Competitive Market Intelligence | Talent Development

*Visionary business strategist driving innovation, pioneering game-changing product strategies, and generating \$MB growth.*

858.208.0244 | [resumes@surfsearch.org](mailto:resumes@surfsearch.org) | Irvine, CA 92618 | [linkedin.com/in/surfsearch](https://www.linkedin.com/in/surfsearch)

- ◆ **Executes winning growth strategies:** Skyrocketed Company1's stock share by 400% in record 1 year with a 50% increase in only a month by globally launching the flagship product. Supported clinical trials for a major pharmaceutical partner in 26 countries.
- ◆ **Stays at the forefront of innovation:** Contributed to 700% revenue growth over 7 years by developing 26 medical device products. Delivered Company2's first platform for integrating diagnostic and therapeutic delivery solutions.
- ◆ **Maintains competitive advantage:** Moved Company3 forward from 0 to 3 successful product launches in <2 years by redirecting focus on technology innovation. Developed product governance processes. Streamlined business case development.

## Career Summary & Successes

**Co-Founder & CEO** at Startup1 2018 – Present

- ◆ Founded this medical device company with a focus on medication and fusion in biosensors (currently a \$B market). Initiated design process, finalized seed funding, and reached out to key advisors and influencers. Ready for commercial roll out in 2019.

**Co-Founder & COO** at Startup2 2016 – Present

- ◆ Pioneered an artificial intelligence startup; built a founding team of 8, defined the HR, legal, and finance infrastructure, and strategized potential business partnerships and investments.
- ◆ Validated company's product strategy by initiating market research including developing user experience portfolios.

**Senior Director of Marketing** at Company1 2008 – 2016

Transformed Dexcom from a local brand to one of the top medical device manufacturing companies globally. Launched into 9 international markets, developed new brand architecture and product positioning, and optimized portfolio investment.

### Global Commercialization Strategy/Launch | Portfolio & Lifecycle Management | Brand/Channel Management

- ◆ Drove Dexcom's growth as a market leader by deploying a defined product portfolio infrastructure for the first time. Involved cross-functional partners and R&D teams to improve market research and develop a sustainable project support structure.
- ◆ Augmented Dexcom's market cap from \$65M to \$8.5B over 7 years by rebuilding and commercializing a promising CGM product from the ground up. Redefined performance requirements to transition from a niche to mass market.
- ◆ Supported product's global launch by developing a robust technical support and delivery infrastructure. Expanded team capability to keep up with international market challenges such as data privacy, sales and forecasting order, and shipping.
- ◆ Established organization's name in a competitive market by enhancing branding and messaging. Built an aggressive pricing structure. Redirected the brand strategy to focus on product quality.
- ◆ New campaign increased Dexcom's market share from 31% to 75%, surpassing major multinational competitor shares.
- ◆ Redirected focus from durable medical to pharmacy benefit coverage, exceeding target quota by 240% in Q1, by creating the first managed care and retail marketing function. Developed a scalable sales model that won stakeholder approval.

### Continuous Innovation | Winning Strategy Execution

- ◆ Ranked #3 in the Wall Street Journal's patent portfolio value ranking for the medical device category. Competed against industry giants, Medtronic and Covidien. Stayed at technology forefront by nurturing a patent- and innovation-driven culture.
- ◆ Contributed to noteworthy breakthroughs such as the premier medical product integration into a mobile device (Apple collaboration project) by championing user experience.
- ◆ Secured 2<sup>nd</sup> place on the Forbes [Most Innovative Growth Companies](#) list (2017).

### Operational Excellence | Cross-Functional Team Leadership | Pricing & Reimbursement Strategy

- ◆ Maintained a competitive edge for new product and feature launches by training sales force on engaging key stakeholders including end users, caregivers, payers, and distributors. Worked with the strategic customer group to develop POAs.

- ◆ Developed a culture of continuous improvement by identifying individual strengths and mentoring team members.
- ◆ Boosted average selling price by 68% and reduced attrition from 80% to only 10% by revamping pricing policies. Secured 50% increase in revenue in only 1 month by optimizing channel focus.
- ◆ Saved \$175M in annual cost by championing product design.

**Director at Company2**

2006 – 2008

- ◆ Facilitated parent company’s entry into a high-potential emerging market within a year by defining a value-based product strategy. Sped up the 8-year delayed project by analyzing market valuation and aligning executive leadership on investment.
- ◆ Secured \$75M in annual profit by transitioning from internal to external product development opportunities. Acquired 1% share gain in a \$9B core business category by investing in core business platforms.
- ◆ Contributed to a 22% increase in market share for Animas by turning around a game-changing collaboration project between 2 J&J franchises. Aided in value decision-making, filing idea with FDA, and successful product commercialization.
- ◆ Strengthened product growth by evaluating the strategic acquisition of the Children with Diabetes (CWD) social networking community and educational website.
- ◆ Led commercial presentations and funding requests for executive management boards. Served on the Animas Corporation and LifeScan’s Institutional/Hospital Business Unit board.

**Director at Company3**

2003 – 2006

- ◆ Stabilized a struggling venture by building the entire manufacturing infrastructure. Realigned growth strategy, developed and commercialized product, and facilitated business unit acquisition to support investments.
- ◆ Realized organization’s innovation potential by transitioning from diabetes delivery devices to ground-breaking cancer detection products. Worked with project teams to file valuable patents and improve new technology to 100%.
- ◆ Hired and managed a team of 6 direct and 9 indirect reports. Sped-up project progress by prioritizing task allocation and defining specialized team roles.

**Senior Product Manager at Medtronic Minimed Inc.**

1997 – 2003

- ◆ Doubled market preference rating for a new product by resolving critical usability issues. Collaborated with an external manufacturer, identified key improvement areas, and retested design changes.
- ◆ Secured \$250M in revenue in 4 years by growing the product line by 230%. Identified and eliminated low-yield programs and collaborated with external resources and internal teams to differentiate product through innovation.
- ◆ Fast-tracked commercialization; introduced new products every 6 months to secure a 51% revenue increase (expected 45%).
- ◆ Generated \$500M in sales for a medication infusion cell product that outperformed leading competitor by 6 months.
- ◆ Accelerated revenue to \$133M in only 4 years by modifying an existing product to tap into a niche pediatric market.

## Qualifications

**MBA General Management, Strategy & Finance** | University1

2005

**BS Materials Science Engineering** | University1

1990

**Patents:** Issued 24 | Applied 69 (Identifying information redacted)

**Industry Involvement & Accolades:** (Identifying information redacted)

**Business Leadership & Management Trainings:** (Identifying information redacted)