

RUSSELL M. JOHNSON

49 Campbell Lane
Menlo Park, CA 94025

Phone (H) (650) 561 9502
Phone (M) (650) 776 5223
rjohnson@devicedirection.com

SUMMARY

Medical device executive with over 25 years of global sales & marketing experience and accomplishments:

- **Success in taking entrepreneurial start-ups public as well as in managing extensive product portfolios and building teams in large multinational settings.**
 - **Business expertise spanning product development, procedure development, sales management, strategic planning, coverage and reimbursement, clinical development and international distribution.**
 - **Broad clinical expertise including various surgical specialties, cardiology and interventional radiology.**
 - **Extensive international experience; fluent in both Spanish and Portuguese.**
-
-

PROFESSIONAL EXPERIENCE

RUBICOR MEDICAL, INC. (Redwood City, CA)

2002-2006

Start-up medical device company manufacturing and marketing a revolutionary system for diagnosing and treating breast disease

VP Marketing & Sales

- Prepared initial business plan detailing total market potential, clinical/market segmentation strategy, procedural economics and associated comprehensive commercial approach
- Recruited key scientific advisors and established initial pioneer sites
- Launched 1st generation device to clinical investigators
- Developed overall clinical strategy and initiated a multi-center negative margin study as well as a high risk biopsy registry
- Developed marketing plans for two product lines to be launched in 07

RITA MEDICAL SYSTEMS, INC. (Mountain View, CA)

1998-2001

Start-up medical device company manufacturing and marketing minimally invasive systems for destroying cancerous tumors.

VP Marketing & Sales

- Increased sales volume during this period from \$200,000 per quarter to an annual run rate of \$10 million. Responsible for a \$5 million annual expense budget in 2000.
- Analyzed and segmented clinical opportunities resulting in highly focused and sequenced effort to exploit \$500 million liver tumor market.
- Doubled domestic sales territories from four to eight and expanded international distribution network from two to fifteen countries.

- Launched 2nd and 3rd generation disposable devices successfully raising market share to over 70% and unit prices over 100 % in the process.
- Expanded marketing communication platform to include both a corporate and patient web site.
- Managed reimbursement program leading to establishment of specific CPT and Pass-through codes.
- Led strategic market development program to evaluate and select additional clinical applications for RITA to develop and market. Identified three distinct clinical applications with a total incremental market potential of \$1.5 billion.
- Collaborated extensively in development of clinical strategy for liver as well as new organ applications.
- Participated in preparation for and execution of final round of financing as well as IPO.
- Built and managed a team of U.S., European & Asian sales Directors as well as Directors of Marketing, Market Development and Physician Education.
- Focused Business Development efforts on in-licensing product lines for existing distribution, out-licensing technology not applicable to our customer base, and developing co-marketing agreements with similarly oriented organizations.

THE PATHFINDER GROUP (Walpole, MA)

1997-1998

President

Founded The Pathfinder Group to provide marketing expertise to emerging medical device companies. Firm conducted technology assessment, quantified market opportunity, and developed business strategy for various early stage clients including MDI, and Paraxel.

VISTA MEDICAL TECHNOLOGIES (Carlsbad, CA)

1996-1997

**Director, Worldwide Marketing/International Sales
CardioThoracic Surgery Division (Westborough, MA)**

Responsible for marketing of revolutionary visualization technology for the minimally invasive cardiothoracic surgery market.

- Developed initial marketing and associated launch plans for this start up medical device company
- Directed international and domestic collaboration. with strategic partner, Medtronic Inc.

BOSTON SCIENTIFIC (Natick, MA)

1993-1996

Director, International Marketing

Overall responsibility for International Marketing. Direct reports included five marketing managers responsible for each BSC division. Accountable for pace of product development, quality of product launches and strength of strategic/tactical planning and implementation.

- Doubled sales of original BSC product lines from \$60M in 1993 to \$120M in 1995.
- Grew 1995 Meditech sales 50% to \$50M with 1996 base business growth for same product line projected at 100%.
- Developed the International division's first marketing plans, launch/communications plans and short/medium term strategic product development plans.
- Developed the Pan European capability of the Meditech marketing team, which took shape in 1995 as the result of the post merger breakup and reorganization of the European subsidiary structure.
- Integrated Japanese marketing team into the day-to-day worldwide decision making process.
- Directed worldwide marketing team and global integration mechanisms which resulted in a dramatic increase in the pace of product development and marketing initiatives.

JOHNSON & JOHNSON (New Brunswick, NJ)

1982-1993

Director, International Marketing, Ethicon Endo-Surgery 1992-1993

Responsible for development of a comprehensive program to facilitate international planning and the simultaneous global execution of marketing initiatives.

- Linked the domestic operation with 50 international operating units (generating sales of \$200 M) by working closely with 19 product managers/directors along with the supporting marketing communications, marketing research and professional education staffs.
- Participated with most functional departments in the initial establishment of strategies and procedures for global distribution, transfer pricing, demand and financial forecasting, international product registration, multi language packaging and new product idea generation.
- Member of J&J International Business Council responsible for establishing worldwide sales database.

General Manager 1989-1992
Johnson & Johnson Medical - New Zealand

Responsible for management of medical company. Directed marketing, sales, finance, and operations personnel.

- Restructured the New Zealand operation and managed the complex process of incorporating it into a stronger, more specialized Australia/New Zealand entity.

Marketing Manager Hospital Products 1988-1989
Johnson & Johnson Medical - New Zealand

Responsible for marketing and sales management for Surgikos, Critikon, Vistakon, Patient Care and Orthopedic

- Recruited high energy management team to New Zealand Hospital Products division and re-oriented strategic direction and sales force compensation resulting in 35% gross profit growth after two consecutive flat years.

Marketing Manager Surgical Products Division 1985-1988
Johnson & Johnson Medical - Portugal

Created and managed a surgical products division consisting of Ethicon, Iolab, Codman, and Site product lines. Staff consisted of three product managers, six salespeople and clerical support staff. 1987 volume was \$4.2M

- Took over introduction of Ethicon product line to Johnson & Johnson Medical Portugal, reoriented pricing strategy and sales structure resulting in divisional growth to 90% of total company profit and 50% of sales from an original base of 15%.

Sales Representative-Associate Product 1982-1985
Manager
Ethicon, Inc. - New Jersey

DAIDO CORPORATION 1980-1982
Area Manager, Central America

Responsible for development of Central American market for Daido's industrial power transmission products. Established distributorships and manufacturing partnership.

ABBOTT LABORATORIES 1978-1980
Sales Representative, Diagnostic Division

EDUCATION

University of Michigan, MBA 1978
Brown University, BA 1975

PERSONAL

Married with three children