

***Endgame Medtech offers comprehensive services for new technology success in the medical device market***

# ENDGAME MEDTECH

SPECIALIZING IN THE UNIQUE CHALLENGES IN COMMERCIALIZING NEW TECHNOLOGY IN THE MEDICAL DEVICE MARKET, OUR TEAM BRINGS DECADES OF EXPERIENCE AND A TRACK RECORD OF SUCCESS



Our team includes leaders of Sales, Strategy, Operations, Marketing, and R&D at both large and early-stage medical device organizations including:



## STRATEGY AND PLANNING

Extensive and practical approach to planning and positioning for success

## CORPORATE BUSINESS DEVELOPMENT

Development and refinement of pitch deck and investment materials, as well as strategic partner outreach

## ADVISORY BOARD FORMATION

Recruitment of world-class clinical advisors or accomplished business advisors

## OPERATIONS SET-UP

Implementation of Quality Management Systems, Supplier Sourcing, and Order Fulfillment

## MARKETING & PUBLIC RELATIONS

Message development, corporate or product brand creation, and digital marketing strategy and execution

## ECONOMIC VALUE ANALYSIS

Organizing reimbursement analysis for target segments and development of economic sales materials

# MEET THE ENDGAME MEDTECH PRINCIPALS

## Joseph Saladino, MS

Joseph has 20 years of experience in the medical device industry with roles spanning from General Management to leadership roles in Global Commercialization, Sales, Marketing and Research and Development. As co-founder and CEO of Marrow Access Technologies, he led the company through product development and commercialization before achieving an offer for strategic partnership with a major orthopedic supplier. The majority of Joseph's career has been spent at Medtronic, where he most recently led Global Commercialization for the \$750 million Atrial Fibrillation business. Prior to Medtronic, he was Vice President of Marketing at spinal implant start-up, Zyga. Joseph led Knee and Hip Product Development for Arthrex and worked as a product development engineer at Zimmer and Ortho Development Corporation. He's been awarded 13 US patents for medical devices and has led the commercial launch of more than 40 medical devices. He holds a Bachelor of Science in Biomedical Engineering from Louisiana Tech University and a Master of Science degree in Engineering Management from the University of Texas.

## Dan Fisher

Dan has over 30 years of experience in various healthcare industries with positions bridging from Sales, Marketing, Managed Markets and Business Development. Dan is the co-founder of eight companies, most recently co-founding Marrow Access Technologies, Ablation Safety Technologies, Livio Health Group and St Teresa Medical. As a co-founder and COO of Marrow Access Technologies, Dan led from the legal entity/company creation all the way through sourcing and leading manufacturing set-up, order fulfillment, and operations. Previously, Dan's focus was building and expanding companies through fundraising, licensing opportunities and team development. He is a sought-after business advisor for entrepreneurs going through the development and commercialization process of new ideas and products. Dan received his degree in Pharmacy from Drake University in Des Moines, Iowa and he maintains his Registered Pharmacist status.

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