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# John Smith

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Address Line 1  
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Netherlands, Post Code.

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## INTERNATIONAL PRODUCT MANAGEMENT

♦ Strategic Marketing - Portfolio Management - Corporate Development ♦

Extensive experience in the development and marketing of medical device innovations. Was involved in the marketing of the only medical device blockbuster in wound healing. Key opinion leader and society networker for publication and scientific symposia, HTA and reimbursement, and clinical advisory panel support. Now looking for a senior executive appointment preferably within strategic marketing, portfolio management, corporate development in the Netherlands, Germany or UK.

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## AREAS OF EXPERTISE

- Product Development
- Product Commercialization
- Portfolio Management
- Research Strategy
- Strategic Marketing
- Networking
- HTA and Reimbursement Support
- Leadership and Team Building
- MS Project
- Negotiations
- Presentations
- Global Experience

## PROFESSIONAL DEVELOPMENT

**PDMA Member**                      Product Development and Management Organization                      Since 1997

## PROFESSIONAL EXPERIENCE AND SIGNIFICANT ACHIEVEMENTS

### VP INTERNATIONAL PRODUCT MARKETING

*Jan 03 - Present*

Company A, Noord Holland.

Responsible for international product management, development and commercialisation, portfolio management, clinical marketing and research strategy.

- Selling and renting products to hospitals, extended care facilities, directly to patients or via a prescription to patients at home.
  - Developed product coverage to several European countries for such as V.A.C.® Therapy™ some countries have part-coverage with public and third party payers.
  - Arranging payment from various public and third party payers, including government-funded programmes. Overseeing reimbursement of products, dependant on the type of payer and the setting in which our products are used.
  - Wrote publication for the Journal of Medical Marketing. Titled “Prescribing Innovations” - a practical framework for effective marketing of medical device innovations.
  - Member of the European Pressure Ulcer Advisory Panel.
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## COMPANY PROFILE

Company A has its Head Office located in Amsterdam, with direct operations in Australia, Austria, Belgium, Canada, Denmark, France, Germany, Ireland, Italy, the Netherlands, Singapore, South Africa, Spain, Sweden, Switzerland and the United Kingdom.

Independent distributors provide and support the Company A product range in countries across Asia, the Middle East, Europe, Latin America and Africa.

This global medical technology company has leadership positions in advanced wound care and therapeutic surfaces. We design, manufacture, market and service a wide range of proprietary products that can significantly improve clinical outcomes while reducing the overall cost of patient care by accelerating the healing process or preventing complications.

The Company's advanced wound care systems incorporate our proprietary technology, has been clinically demonstrated to promote wound healing and be cost-effective in treating patients wounds.

The Company's therapeutic surfaces, including specialty hospital beds, mattress replacement systems and overlays, are designed to address complications associated with immobility and obesity, such as pressure sores and pneumonia.

## EARLIER CAREER SUMMARY

### **DIRECTOR INTERNATIONAL MARKETING**

*Nov 01 - Jan 03*

*Company A, Noord Holland*

- Instrumental in developing KCI International as a well represented company at international exhibitions, scientific conferences and events.

### **SALES AND MARKETING MANAGER**

*Sep 97 - Oct 01*

*Company B, Hessen*

- Developed and executed local marketing strategy, sales force deployment.

### **ENGINEER / PROGRAMMER**

*Feb 87 - Jun 97*

*Company C, Bayern.*

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### **ASSISTANT MANAGING DIRECTOR**

*Jan 82 - Dec 86*

*Company D, Muenchen*

## PERSONAL

*Status:* Married, 2 children.  
*Born:* 1969.  
*Languages:* Dutch, Excellent English and German.

*References available on request.*

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