

# Nick Lubbers

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## EXECUTIVE SUMMARY

Strategic revenue leader with 20+ years commercializing breakthrough invasive cardiovascular and AI imaging solutions across CT, MRI, and digital diagnostics. Proven record of architecting go-to-market strategies that create new markets (\$100M+), scaling revenue from \$0 to \$24M in under 18 months, and leading sales, marketing, and customer success organizations. Adept at forging OEM & IDN VC partnerships, navigating complex regulatory environments, and delivering sustainable, data-driven growth for venture-backed health-tech companies.

## PROFESSIONAL EXPERIENCE

### Vice President of Sales (Revenue Operations Lead), Vista AI

May 2024 – Present | US

- Own full-cycle revenue P&L leading a 15-person team across sales, marketing, customer success, and implementation for AI-driven cardiac MRI pre-Series B.
- Surpassed \$1M ARR in first 6 months; pacing \$6.1M bookings FY-2025 with 80 - 120% gross margin and tripling YoY pipeline growth.
- Negotiated OEM agreements; with Siemens reduced installation timeline 70% to 4 weeks and unlocked \$2.5M annual collaborative channel opportunity.
- Implemented full enterprise tech stack from spreadsheets (Salesforce, MedScout.io, Gong, DocuSign, etc) and data dashboards, increasing forecast accuracy and install cadence.
- Partner with CEO and Board (Khosla Ventures, Butterfly Network) on Series B strategy, securing \$15 M+ to fund autonomous MRI roadmap expansion through IDN VC network.

### Vice President, Business Development (Cardiology AI), Tempus AI

Oct 2022 – Oct 2023 | US

- Directed enterprise sales & P&L for CVAI portfolio (NLP, ECG & phenotyping SaMD); scaled revenue 24×—from \$1 M to \$24 M ARR within 12 months.
- Closed two largest contracts in division history (\$10 M+ total contract value) with top-10 IDNs and Pharma partners.
- Built & coached 15-member GTM org (sales, CS, clinical liaisons) achieving 128% quota attainment and 10-point NPS lift.
- Collaborated with regulatory & clinical teams on de novo and 510(k) FDA submissions, accelerating approvals by 6 months.

## **Head of Enterprise Sales – North America, Eko Health**

*Feb 2021 – Dec 2022 | US, Canada*

- Led North American enterprise strategy for AI-enabled digital stethoscope & SaMD platform; grew pipeline to \$50 M and landed record \$200 K+ ARR deals.
- Devised hybrid hardware-SaaS deployment playbook adopted by 40+ health systems, driving 37% gross margin improvement.
- Integrated Eko data into Epic & Cerner workflows, enabling remote cardiac screening programs across 100+ hospitals.

## **Area Sales Manager – Southeast US, HeartFlow (FFRct)**

*2018 – 2021 | Atlanta GA*

- Propelled Southeast to #1 2020 global Area, capturing 20% more FFRct volume than any other area and doubling CCTA utilization over previous year.
- Championed CMS reimbursement strategy (NCD & LCD), securing Medicare coverage and catalyzing private-payer adoption.
- Served on executive committees for long-range commercial planning, health economics & reimbursement and sales compensation design.

## **US Sales Training Manager, Structural Heart – Boston Scientific & Medtronic**

*2005 – 2018*

- Launched first-in-class Watchman LAAC & wireless CRM therapies; generated \$35M+ cumulative revenue and earned multiple President's Club awards.
- Trained >200 cardiologists & EPs on minimally invasive LAAC implantation, driving market adoption and clinical excellence.

## **INDEPENDENT CONSULTING**

### **Healthcare Technology GTM Consulting – BNE Advisors, LLC**

*October 2023 – May 2024*

## **EDUCATION**

B.S., Florida State University, Tallahassee, FL

## **CORE COMPETENCIES**

Revenue & P&L Leadership • Commercial Sales & GTM Strategy • Cardiovascular MRI / CCTA Market Expertise • OEM & IDN Partnerships • SaMD / SiMD Commercial Models • Team Building & Coaching • Marketing & Demand Generation • Health Economics Strategy • CRM / Analytics (Salesforce, Gong) • Data-Driven Decision Making