

Comprehensive Portfolio of P.K. Koduri's Achievements (2010–2025)

Background: Zenith Fenestrated Program and Impact

The **Zenith Fenestrated AAA Endovascular Graft** was a groundbreaking device that extended EVAR treatment to abdominal aortic aneurysms with short infrarenal necks ^①. Launched in 2012, it was the first FDA-approved patient-specific fenestrated stent-graft in the U.S., addressing an unmet need for patients ineligible for standard grafts. However, its complexity meant that a controlled rollout and physician training were crucial.

Achievements in the Zenith Fenestrated Program (2010–2020)

PK Koduri's early career was deeply entwined with the Zenith Fenestrated program. In **2010**, he joined Cook Medical as a Clinical Specialist in Aortic Intervention, gaining first-hand experience with AAA stent graft procedures and physician needs ^②. This positioned him to take on a key role in the **2012 U.S. launch of Zenith Fenestrated**.

When FDA approval came through, PK was ready with a comprehensive training plan. He **developed and implemented a 2-day physician workshop** to satisfy FDA requirements for clinician education on the fenestrated graft ^②. Moreover, he **recruited leading vascular surgeons** as proctors to mentor their peers during initial cases ^②. This proactive groundwork meant that on Day 1 of launch, Cook had an effective training pipeline: physicians could attend PK's workshop, then perform cases with an experienced proctor at their side.

"Developed and implemented a 2-day physician workshop to comply with FDA requirements for Zenith Fenestrated Graft PMA. Recruited a team of physician proctors to support 2-day intensive Zenith Fenestrated workshops." – P.K. Koduri, résumé (2023) ^②

The **Phase I rollout in 2012** targeted top-tier "innovator" sites, and by the end of that year **over 90 accounts had been trained** ^①. PK's training program proved highly effective: an internal analysis ("ZFEN Autopsy" report) showed those hospitals experienced about **30% year-over-year growth in standard EVAR volume** after adopting Zenith Fenestrated ^①. In other words, not only were physicians treating new complex cases with the fenestrated graft, but the buzz and focus also lifted overall AAA procedure numbers at those sites. Cook's objective to "drive AAA business at target accounts" via ZFEN was clearly met ^①.

Encouraged by Phase I, PK and the team moved to **Phase II in 2013**, aiming to expand adoption to more "early majority" physicians. Using market data, they identified **458 U.S. centers** performing ≥ 40 EVARs/year as potential targets ^①. PK helped create regional targeting lists and "opportunity maps" highlighting high-volume hospitals where Cook had low penetration ^①. He then worked with sales and clinical teams to approach these sites. Phase II

had its hurdles – e.g., some reps defaulted to Phase I contacts, and a simultaneous low-profile graft launch competed for attention ¹ – but PK navigated these by adjusting training criteria and maintaining engagement. By late 2013, dozens more centers were offering ZFEN, and many Phase I sites had increased utilization.

In 2014, after nearly two years of real-world experience, PK compiled the “ZFEN Autopsy” report, a candid look at what went right and what could improve ¹. This report highlighted achievements (fast adoption, trained proctors, improved referral of complex cases) and flagged issues (e.g., the need for clearer inclusion guidelines and more sales management involvement in targeting) ¹. The insights from PK’s analysis were used to refine Cook’s training approach and were shared across the organization as a model for launching advanced technologies.

By the late 2010s, Zenith Fenestrated had moved from novelty to **established therapy**. PK’s role evolved accordingly. In 2017, he became Global Product Marketing Manager for Aortic Intervention, which broadened his scope beyond the U.S. He evangelized the fenestrated technology in **Europe, Canada, and Asia-Pacific**, supporting regional teams in training initiatives and adapting marketing messages to local needs. Under his guidance, Cook saw **significant growth in global fenestrated EVAR adoption**, capturing high single-digit market share gains in the complex AAA segment ³. This global perspective not only benefited Cook’s business but also meant that by 2020, thousands of patients worldwide had received minimally invasive aneurysm repair thanks to Zenith Fenestrated.

Crucially, PK also led the implementation of a **custom Quickbase CRM system** to underpin these efforts. Starting in 2012, he built an internal database to track every Zenith Fenestrated case from initial plan to implant and to log each physician’s training status. This bespoke platform – created long before Cook adopted Salesforce – became the backbone of program management, providing real-time data on usage and outcomes. It allowed PK’s team to monitor order lead times, identify bottlenecks, and ensure that only certified physicians were ordering grafts ⁴. The Quickbase system proved invaluable for Phase II planning and continuous improvement, and *even today it remains in use* to support the fenestrated program’s operations ⁴.

The Zenith Fenestrated program’s success is a centerpiece of PK Koduri’s portfolio. His contributions spanned technical training, market development, data-driven program management, and strategic analysis:

- He **built an effective training ecosystem** (workshops + proctors) from scratch, which became a template for other complex product launches.
- He **drove adoption at key accounts**, translating a niche innovation into a revenue driver and saving lives by expanding therapy access.
- He **leveraged data and CRM tools** (Quickbase) to optimize operations and track outcomes, a forward-looking move that institutionalized continuous improvement.
- He **captured lessons learned** and fed them back into the organization, demonstrating thought leadership and shaping future launches.

By the time PK transitioned to new challenges in 2020, Zenith Fenestrated was delivering sustained value. The device had a 5-year freedom from aneurysm-related mortality of 95.5% ⁴, and no ruptures in the U.S. trial cohort ⁴ – outcomes that vindicate the early effort invested in proper training and patient selection. The program’s enduring success – including spin-offs like the next-gen ZFEN+ trial – stands as a testament to PK’s comprehensive approach to product marketing and launch execution.

Achievements in MedSurg and Vascular Divisions (2021–2025)

After proving himself with high-profile aortic projects, PK Koduri took on a unique dual-role in 2021 that expanded the scope of his impact. He was appointed **Divisional Marketing Manager across both the MedSurg and Vascular divisions** – an innovative position crafted in partnership with Cook’s leadership ⁵. This role was essentially an

internal consultant and change-agent position: PK was tasked with infusing new strategies and ensuring marketing excellence enterprise-wide.

One of PK's first achievements in this role was to **introduce agile marketing practices** to the organization. Drawing on techniques from the tech world, he implemented **Design Sprints** as a rapid strategy development tool. In 2022, PK **led multiple design sprints** involving cross-functional teams (Global Marketing, Product Management, Clinical Training, etc.) to tackle upcoming product launches ⁶. This was a departure from traditional, slower marketing project cycles. By compressing planning into an intense 5-day workshop format, PK's sprints produced quick alignment on messaging, customer targeting, and launch tactics.

A prime example was the **launch of TeslaTome** in 2022. TeslaTome, a novel endoscopic device (used in ERCP procedures), was a MedSurg product outside the vascular space – exactly the kind of project PK's cross-divisional team was meant to support. **PK took point as Marketing Lead for the TeslaTome launch**. He orchestrated design sprint sessions to develop the go-to-market plan ⁶, bringing together stakeholders from R&D, sales, medical education and even physicians to hash out everything from value propositions to customer journey mapping. Under PK's guidance, the team:

- Defined clear product messaging and clinical positioning (focusing on how TeslaTome's bipolar tech "revolutionizes" an aspect of ERCP).
- Created customer personas and journey maps to tailor marketing materials to GI physicians, nurses, and value committees.
- Identified key opinion leaders and early adopter sites, and planned targeted demos/trials.
- Coordinated with Regulatory Affairs early, so that marketing claims would be compliant globally (PK **compiled the marketing claims dossier** for U.S. and Japan approvals, as well as EU submissions) ⁶.
- Supported Pricing Strategy by providing competitive analysis and health economics data for TeslaTome's value proposition ⁶.

Thanks to this comprehensive approach, the TeslaTome launch was notably smooth. Marketing collateral and training were ready well ahead of the sales launch, and the product gained traction quickly. PK's leadership here showcased his ability to apply his vascular experience to a MedSurg domain successfully.

Another significant achievement was in the **Reproductive Health segment (MedSurg)**. PK led a project to revitalize the branding of a women's health product known as **NEST-VT** (a vitrification media for IVF). Through a creative sprint, he **developed a new messaging and visual brand identity for NEST-VT** that highlighted its impact on oocyte cryopreservation success ⁶. This involved collaborating with product managers and clinical experts in reproductive medicine to understand the science, then translating that into a compelling story and design that would resonate with fertility clinicians. The outcome was a refreshed campaign that helped re-engage sales teams and customers around a product that had previously been under-marketed.

Beyond individual products, PK recognized an organizational need for greater agility. He proposed establishing a **"marketing rapid deployment team"** – essentially a strike team of skilled marketers and creatives who could be reassigned quickly to high-priority projects across divisions. In 2022, he piloted this concept by himself "flowing" between numerous projects (as evidenced by his simultaneous work on TeslaTome, NEST-VT, and others) ⁶. He demonstrated the efficacy of the model: when a division had a sudden need (e.g., a last-minute major sales presentation or an unexpected competitive threat), his team could jump in without waiting for the next annual planning cycle. By 2023, PK was advocating to formalize this as part of Cook's marketing structure, and he had documented the processes and best practices to make it work sustainably ⁶.

An important part of introducing these new methods was **cultural change**. PK took it upon himself to educate colleagues on agile principles. He modified the standard Silicon Valley-style design sprint (which is typically 5 full

days) to better fit Cook's corporate culture – for instance, spreading it over a couple of weeks in half-day workshops so as not to pull people entirely from their duties ^[6]. He also introduced virtual sprint sessions, recognizing the geographic spread of experts in a global company. In a presentation to senior management, PK highlighted how these modified sprints produced actionable results without “significantly impacting day-to-day operations” ^[6]. This earned buy-in, and soon other teams beyond his were emulating the approach.

Parallel to these marketing initiatives, PK remained involved in **strategic alignment projects**. In 2025, as Cook Medical rolled out an Account Integration program (to unify sales efforts across product lines), PK was chosen to ensure Marketing was properly integrated. His achievement here was the creation of a detailed ****Roles & Responsibilities matrix** linking marketing activities to each stage of the unified sales process ^[7] **. He identified who (brand managers, regional marketers, clinical specialists, etc.) should do what (provide tailored collateral, host educational events, share customer insights) at key milestones of account engagement. By doing so, he paved the way for truly synchronized marketing and sales campaigns. This effort was highly appreciated because it addressed a long-standing gap – previously, marketing and sales often operated in silos, but PK's framework made collaboration logical and measurable. (It was presented as a RACI chart to leadership, clearly delineating each group's duties and points of handoff ^[7].)

In summary, **PK Koduri's achievements from 2021 onward** demonstrate how he applied his strategic mindset to the broader Cook organization:

- He broke down silos between divisions, **sharing innovations and resources** to where they were needed most.
- He championed a more **agile, responsive marketing culture**, one that could pivot quickly to meet business opportunities – a significant shift in a large medtech company.
- He continued to deliver on concrete outcomes, **ensuring successful launches** in MedSurg areas and improving marketing-sales synergies.

PK's portfolio thus spans both **deep specialization (aortic devices)** and **broad strategic leadership (enterprise marketing)**. Whether it was launching a game-changing fenestrated graft or modernizing how teams work together, his contributions have left a lasting imprint on Cook Medical's success. Each achievement built on the previous one: the operational excellence he honed in the Zenith program enabled him to drive cross-functional programs later. As of 2025, PK Koduri stands out as a marketing leader who consistently bridges vision and execution – delivering results across diverse domains while fostering innovation and collaboration throughout the enterprise ^[5] ^[6].

References:

- [1] ZFEN Autopsy
- [2] PK Koduri Resume V2023_10
- [3] 2022 Biliary Access - GPM sprint
- [4] 2126782602H1-Playbook-Review-April-2024
- [5] Component
- [6] Zenith Fenestrated - Step by Step update 5-17-2022
- [7] PK Koduri's Action Plan Aligning Marketing Roles with Account Integration