

Gary L. Smith

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ENTREPRENEURIAL LEADERSHIP

Accomplished Life Science Technology Executive / Successful Start-up, Scale and Growth Track Record
Improve Patient Outcomes / Creating Best In Class Medical Technology Innovations

CAREER PROFILE

Results-oriented leader who creates, builds, and scales life science technology teams and companies. Lead organizations through a broad array of business phases, including start-up, commercial release & growth. Key strengths include: strong science and business education; effective communication and interpersonal skills; ethical and credible values-based leadership; building organizations with cultures of engagement and accountability; developing and maintaining strong working relationships with customers, clinicians, boards and investors; ability to envision, develop and execute integrated R&D, regulatory, clinical, quality assurance, reimbursement, sales and marketing strategies to successfully commercialize customer-focused, disruptive technologies; raising capital and achieving critical milestones that build enterprise value and increase shareholder wealth.

Demonstrated Accomplishments:

- Building and leading teams and organizations
- Successful equity financing – private & VC (\$50M+)
- Strategic and operational planning and execution
- Successfully commercializing disruptive technologies
- Developed and implemented sales, training and marketing programs in US and EU
- Efficient and effective use of capital
- FDA and CE Mark regulatory approvals
- CPT Code, coverage and payment approvals
- Business development/M&A/Licensing/Distribution
- Corporate governance and Board experience
- Investor relations and presentations

LEADERSHIP / MANAGEMENT EXPERIENCE

ProMedica Health Systems, Toledo, OH

Executive in Residence - consultant (2018 – present)

Conduct diligence on digital healthcare and medical device disclosures, develop business case and financial analytics for Chief Innovation Officer, ProMedica Venture Fund and Project Management across the institution.

INFINITY Angioplasty Balloon Co., Toledo, OH

Chief Executive Officer (2018 – present)

Co-founded, privately held, early commercial stage balloon angioplasty development company, commercializing proprietary drug delivery platform for peripheral and coronary occlusive disease. Novel sheathed and precision adjustable balloon length, sizes to patient lesion in vivo, reducing costs for provider, payer and producer while eliminating opportunity for dissection.

VentureMed Group, Inc., Minneapolis, MN

Growth stage medical device company creating innovative endovascular technologies for treatment of peripheral and coronary arterial disease.

President and Chief Executive Officer, Director (2013 - 2020)

Built and led this venture-capital backed medical device company from early concept to commercial entry and early growth. Worked closely with surgeon-inventor-founder to capture Intellectual Property and develop multiple product offerings from lead platform. Commercialized in US and select EU countries by building a team that delivered on the following milestones:

- Raised \$25M capital through Series B – (\$20M venture capital equity; \$3M in private and \$2M convertible/grant) (Current enterprise value estimated + \$250M).

- Steered the company through product development, FIM(OUS)/pilot and pivotal clinical studies, ISO 13485-2016 Certification, CE Mark and FDA 510(k) Class II clearance.
- Early commercialization utilized existing CPT code/coverage, defined and implemented plan to secure additional claims and higher reimbursement through product modification.
- Built direct sales organization, creating and implementing integrated sales, clinical training/education and marketing programs, recruited and hired seasoned industry sales executive.

EXCMR, Inc., Columbus, Ohio

Chief Executive Officer (2010 - 2012)

Piloted this early-stage medical technology company developing innovative exercise stress testing systems for use in cardiovascular magnetic resonance imaging:

- Recruited by The Ohio State University founding medical research team to lead spin-out.
- Established C-Corporation and executed all securities, raised \$5 M in grant and equity funding.
- Successfully negotiated worldwide exclusive license from OSU and completed product development

CleveX, Inc., Columbus, Ohio

President and CEO (2007 - 2010)

Cleveland Clinic Foundation spin-out, founded to commercialize minimally invasive surgical instruments for the diagnosis and treatment of melanoma and other skin disorders:

- Recruited by CCF Innovations to create a business plan, product development and commercialization strategy, implement Seed and Series A capital acquisition strategies and raised \$6 million in equity.
- Established Company as a C-corp., identified and recruited industry experienced Board of Directors.
- Recruited management team, developed Quality System, conducted First in Man clinical study, filed and cleared FDA (class II) and achieved commercial entry in US via national distributor.

TECHCOLUMBUS, Columbus, Ohio (currently Rev 1 Ventures)

Executive in Residence, Life Science and Biotechnology (2006 - 2007)

Provided leadership and mentorship for early stage medical, biomedical and life science entrepreneurs. TechColumbus is a central Ohio public/private business alliance established to generate, incubate and accelerate technology-based businesses in technology markets:

- Successfully recruited several physician entrepreneurs and established multiple medical equipment and device businesses to commercialize their respective inventions in cardiology, minimally invasive surgery and healthcare IT.
- Established Commercialization Process and Infrastructure for Ohio Health – working with clinicians, administrators and investors – identified initial investable technology platforms.
- Developed business plans, capital acquisition plans, sales and marketing strategies for emerging and established biotechnology client / member companies.

BATTELLE MEMORIAL INSTITUTE, Columbus, Ohio

Vice President, Life Science Technologies (1996 - 2006)

Battelle is a world leader in innovation and technology development and commercialization, generating \$4.0 billion in annual revenues serving biomedical, life science, energy, defense and national security markets for government and commercial customers.

- Successfully defined, developed and implemented Battelle's commercial medical devices, diagnostics and life sciences business growth strategy.
- Positioned Battelle Life Sciences as the innovative leader in medical device and diagnostics technology commercialization and contract product development.
- Built durable relationships with "C" level leadership across global Fortune 50 medical technology companies including J&J, Siemens, GE, Abbott, Baxter, Stryker and others.
- Pioneered and implemented first commercially driven technology commercialization agenda at two Department of Energy National Laboratories (Brookhaven and Pacific NW).

GELMAN SCIENCES, Ann Arbor, MI**Worldwide Director of Marketing and Business Development (1994 - 1996)**

\$350 million medical device business manufacturing and marketing critical care, drug delivery and infusion microfiltration systems and devices to both clinical and OEM customers:

- Led product and business development – adding \$35 M in new product revenues.
- Globally expanded and trained independent dealer/distributor sales network.

MEDEX, Inc., Dublin, Ohio**Worldwide Director of Marketing, Interventional Cardiology and Critical Care (1991 - 1994)**

Publicly traded \$128 million medical device business manufacturing and marketing cardiac catheterization and critical care devices and related products for drug and fluid delivery:

- Established global marketing strategy and delivered on company business objectives through new innovative product introductions, sales promotion, international business development and training.
- Produced 12% annual sales growth in NA and EU by directing highly successful product introductions
- Integrated Product Management and Product Development teams creating a Customer Driven–Rapid Product Development process contributing \$8 million in new sales in first year.
- Successfully transitioned to direct sales force from independent reps reducing selling costs by 10%.

AIR-SHIELDS VICKERS, PLC, Philadelphia, PA

- **Product Manager** - Acquired, completed development and launched (worldwide) FetaScan™, the industry's first microprocessor based multiple transducer fetal monitoring and clinical information system.
- **Territory Manager** - Presidents Club-two years in a row, 3 state territory, directing multiple dealer-distributor sales teams.

UNITED MEDICAL PRODUCTS, Columbus, Ohio

- **Sales Representative** – Top sales producer for Datascope® and Spacelabs® physiological monitoring and clinical information systems – markets included Anesthesia, ICU, CCU, NICU and ER.

EDUCATION/PROFESSIONAL ASSOCIATIONS

B.S., Physiology, University of Toledo

Ph.D. Candidate (ABD), Anatomy and Physiology, Medical College of Ohio

M.B.A., Marketing and Finance, Temple University/University of Toledo

Wharton School of Business – Certificate: Entrepreneurial Leadership and Executive Presence and Influence
Corporate training programs including: Strategic Planning, Joint Venturing and Collaboration, Licensing and Commercialization, Negotiating, Market Research and Analysis, Sales Management, Organizational Dynamics, Quality Systems and Regulations, and Working with the FDA

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Neurotechnology Institute, Board of Directors 2023 (Columbus, OH)

JumpStart, Inc., Executive in Residence 2023 (Cleveland, OH)

Rev 1 Ventures, Advisor/Mentor (2012-present) (Columbus, OH)

Fisher College of Business (OSU), Technology Entrepreneurship and Commercialization – Mentor

Order of St. Francis Healthcare System, Innovations/Commercialization Board (2012-2018) (Peoria, IL)

AdvaMed, Member and Medical Technology Panelist (Washington, DC)

OHIO LIFE SCIENCES, Member (Columbus, OH)

Toledo Rotary International, Member 2018-present (Toledo, OH)

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Founder - Principal, Life Sciences Technology Group, Ltd., (2013-present), med-tech commercialization

Licensing Executive Society International – Member, Certificate of IP Management and Licensing