



6th Annual Networking Program: Transitioning Into the Medical Device Industry

August 15, 2012

Rebecca's Cafe, 275 Grove Street, Auburndale (Newton, next to the Riverside ㊦ station)

■ Program Description

Have you thought about entering the medical device industry? Are you now working in the industry and have considered moving to another company—or using your skills in an entirely new area? The medical device industry is ripe with opportunities for people who want to help bring new medical products to market. It is a diverse industry that develops and manufactures devices to diagnose or treat the spectrum of diseases and afflictions. Companies range in size from small start-ups to large corporations.

Join us for an inspiring evening to discuss transitions: both into and within this exciting industry. Our panel of industry veterans will talk about their varied experiences with transitions and provide insights to help you in your career. This session is designed for those looking to enter the medical device industry as well as medical device veterans. Historically, this is the most well-attended MDG networking event of the year, so register early. Be prepared for an interactive session and excellent networking opportunities.

■ Moderator

Lisa Sasso, CPCC, ACC, Executive Coach, Medical Development Partners, LLC
Lsasso@MedDevPartners.com

■ Panelists

Jerry Shapiro, PhD, President, Fem-Medical LLC & President, Floelle, Inc.
shapiro@FemMedical.com

Mike Drues, PhD, President, Vascular Science
mdrues@vascularsci.com

Kimberly Simpson, Senior Manager, Market Intelligence, Philips Healthcare
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Mary Pietrowski, Senior Director, Digital Strategy & Marketing, Hologic
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■ Agenda

5:30 - 6:15 Registration, Networking, Dinner
6:15 - 6:30 Announcements and Mini Presentations
6:30 - 7:00 Interactive Networking Exercises
7:00 - 7:30 Panel Presentation
7:30 - 8:00 Q&A
8:00 - 8:30 Continued Networking

■ About MDG

MDG's mission is to contribute to the continuing development of medical devices and other medical technologies by enhancing the professional development of its members, fostering and supporting entrepreneurial thinking, serving as a forum for exploration of new business opportunities and promoting best practices in enterprise management.



As an executive coach, **Lisa Sasso, CPCC, ACC**, empowers aspiring leaders and executives in the medical device field on setting/achieving personal and professional goals, maintaining work/life balance, and ultimately reaching their greatest potential. She has been an entrepreneur and experienced the challenges of working on novel medical devices. Lisa is a Leader, having co-founded Radi Medical Systems, Inc., a medical device distributor specializing in innovative cardiology products for an international company. During her six year tenure as president/CEO, she grew the company to revenues of \$28M with profitability. Lisa was recognized and ranked #28 out of 100 women-led businesses in Massachusetts in 2004. Lisa is an inspiring motivational speaker who has delighted audiences including entrepreneurs, business leaders, professionals, working mothers, people in transition and students. Lisa received a BBA in marketing and a BA in economics from the University of Massachusetts and an MBA from Bentley College.



After working in the medical device field for 43 years, **Jerrold M. Shapiro, PhD**, still remembers the moment of his transition. While an Army officer working as an engineer at a New Jersey Army office in 1966, his office mate asked for Jerry's expertise in control theory to help with homework involving bone growth. Jerry still marvels at the irony that the office mate, a former Nazi soldier guilty about what he did during World War II, pushed the Jewish engineer into "the field of the future—bioengineering." That started Jerry on his second career as a medical scientist, where the transitions continued over the past four decades: professor, inventor, executive, medical device company founder. A decade ago, Jerry founded Fem-Medical LLC, to introduce to the U.S. a device that helps women suffering from urinary incontinence. In his latest transition, as president of Floelle, Inc., he is co-inventor of a device that could be a major advance in curing a condition that affects almost half a billion women in the world.



Michael Drues, PhD, president of Vascular Sciences in Grafton, Mass., has been a consultant to medical device, pharmaceutical and biotechnology companies on prototype design, product development, testing and evaluation, animal and clinical trials, business development, strategic planning and regulatory affairs. Dr. Drues received his BS, MS, and PhD degrees in biomedical engineering from Iowa State University. He has worked for and consulted with leading medical device, pharmaceutical and biotechnology companies ranging in size from start-ups to Fortune 100 companies. He also works on a regular basis for the U.S. FDA, Health Canada and the U.S. and European patent offices.



Kimberly Simpson is a strategic marketing professional who delivers actionable insights by leveraging over 15 years of experience in medical devices, publishing, consumer products and consulting. She develops persuasive messaging and reveals market value by recognizing the fit between customer priorities and key product features from concept test and segmentation study insights. For the last 2 years, Kimberly has been a senior market intelligence manager at Philips Healthcare, where she manages the Closed Loop NPS program, develops market share estimates and forecasts growth for senior North American leadership in patient care and clinical informatics, including ultrasound and ECG. Previously, she established the market research function for ESA Biosciences; was a marketing research manager for Houghton Mifflin; and performed category management for Welch's, Borden Foods and Safety 1st. She has a degree in marketing from Northeastern University and an MBA from Bentley College.



Mary Pietrowski is the senior director of digital strategy and marketing for Hologic, Inc. where she drives and develops the company-wide digital, mobile and social media strategies. As the resident digital expert, Mary created the social media vision for Hologic and developed and implemented the corporate policy for all associates. She launched the Social Media Center for Excellence which provides policy development and compliance; strategy and support for brand and corporate groups; training; and social media monitoring. Before joining Hologic, Mary was the director of marketing for MammoSite 5-Day Targeted Radiation Therapy and director of marketing for NovaSure. She was named a Top 25 DTC marketer of the year by DTC Perspectives and is a digital health scholar with the Digital Health Coalition. She holds an MBA from Babson College.