

ROBERT L. WERTZ

171 Grand Station Circle, #1A • Westfield, IN 46074 • (847) 809-6747

www.NanoSmartDevices.com

bwertz@NanoSmartDevices.com

Strategic Marketing • Product Development • Product Management

A multifunctional, strategic thinking, leader who seamlessly merges medical education, clinical experience, and knowledge gained over the past 11 years leading engineering and product development teams through all phases of product development and FDA submission, leading to launch of over 75 spinal implant system product lines, increasing market share and meeting financial contribution targets through delivery of innovative products that increase procedural efficiency and improve patient outcomes.

Proactive communicator, known for clearly defining objectives for successful execution of impactful global marketing strategies and creating organizational alignment to drive upstream and downstream marketing initiatives that consistently achieve sales revenue and market share goals.

Personally responsible for recruitment, management, and key point of contact for over 200 Spine Surgeon Design and Development Consultants contracted to provide strategic insight and innovative solutions to 53 new product development teams and multiple Scientific and Surgeon Advisory Boards.

CORE COMPETENCIES

- | | |
|--|--|
| <ul style="list-style-type: none">• Product Lifecycle Strategic Planning & Execution• Portfolio Revenue & Profitability Management• Global Inventory Budgeting & Forecasting• Upstream & Downstream Marketing Prioritization• Market Requirement Definitions | <ul style="list-style-type: none">• Product Development Leadership (All phases)• Surgeon Key Opinion Leader (KOL) Management• Pricing Strategy & Execution• Team Building, Training, Mentoring & Leadership• Strong Communication & Collaboration Skills |
|--|--|

PROFESSIONAL EXPERIENCE

NanoSmart Devices • Indianapolis, IN

2017 - present

Global Marketing and Product Development Consultant

- Currently spearheading development of a patient specific, 3-D Printed, Temporomandibular Joint System featuring a bioactive, micro/nanostructural surface technology to accelerate bone-implant osseointegration
- Formulated a comprehensive new product development roadmap through collaboration with internal and external partners combining financial data analytics, in-depth market trend and competitive analysis, global commercialization strategy, regulatory governance, and multi-scenario pricing / reimbursement models
- Responsible for identifying global growth opportunities, developing solid business cases, and present guidance and insight to financial models that provide maximum revenue and opportunity generation
- Leveraged key relationships for creation of a Surgeon Advisory Board and a multi-disciplinary team of Surgeon Consultants to ensure stakeholders' voices are delivered to product development team

Nexxt Spine • Noblesville, IN

2012 - 2017

Vice President, Marketing and New Product Development

- Management responsibility for surgeon consultant, engineering, and marketing teams through all stages of product development leading to FDA 510(k) clearance and market release of 29 spinal fusion product lines
- Spearheaded research and development of NanoMatrixx, a novel porous bioactive titanium material that mimics the complex porous architecture of bone by combining additive manufacturing (3D Printing) with a bioactive, micro-roughened, nanoscale surface technology for superior implant integration
- Provided leadership and management for all marketing activities including product positioning/messaging, communications, competitive activity, market trends, emerging technologies, value proposition, pricing, sales force and surgeon training activities, and targeted revenue producing strategies
- Managed all documentation related to involvement of surgeon consultants for the design, development, evaluation, improvement, marketing, and educational promotion for entire spinal fusion product portfolio
- Extensive collaboration with external partners specializing in Health Care Economics / Market Access, Clinical, and Regulatory to translate relevant clinical and economic trends into commercial strategies

Life Spine • Hoffman Estates, IL**2010 - 2012***Director - Global Product Marketing*

- Direct management responsibility for 5 product managers and 8 engineers
- Expanded new product development pipeline from 6 to 34 active projects resulting in 14 new spinal implant system product launches and 9 additional products pending FDA clearance within a 24 month time frame
- Recruitment and management of a 30 member KOL Surgeon Advisory Board leveraged to drive innovation within the new product development pipeline and encourage peer-to-peer adoption of company's products
- Created and executed upstream and downstream global marketing strategies in support of 35 spinal fusion product lines; aligning marketing, sales, customer service, and operations to exceed financial targets
- Directly accountable for domestic and international inventory forecasting process and allocation of budget to address new versus existing product lines and domestic versus international distribution
- As key point of contact and product line subject matter expert, established strong and sustainable relationships with surgeon KOL's, surgeon customers, OR support staff members, and sales distribution partners

Alphatec Spine • Carlsbad, CA**2009 - 2010***Director - Global Product Marketing*

- Management responsibility for 7 direct reports and \$12 million budget to drive three year strategic plan and product roadmap for five strategic verticals representing an \$183 million, full-line, spinal implant portfolio
- Provided oversight and direction for global upstream and downstream strategic marketing initiatives to support alignment of business plans with organizational objectives and meet financial targets
- Developed key metrics and strategic plan to assure delivery of financial contribution targets (e.g., profit/loss) and provide direction to cross functional teams including Product Development, Engineering and Marketing
- Spearheaded direction and collaboration between cross functional teams in Japan and United States comprised of Regulatory, Operations, Marketing, and Sales in preparation for new product releases in Japanese market

Integra Spine (Formerly Theken Spine) • Akron, OH**2006 - 2009***Director - Product Marketing*

- Developed and gained CEO's approval for introduction of a streamlined product development process resulting in 11 new spinal implant system product launches within a 24 month time frame, producing a 300% increase in sales growth
- Management responsibility for 7 new product development teams, recognized for clearly defining expectations and gaining alignment to meet aggressive project timelines to meet product launch dates and achieve sales goals
- Directly accountable for forecasting, budgeting, and lifecycle planning processes for entire product portfolio
- Key strategist and developer of surgeon education and sales force training programs
- Responsible for collecting market data from internal and external sources, analyzing the data, and producing quantitative analysis covering market size, growth rate, profitability, industry cost structures, distribution channels, market trends, competitor information, and key success factors to develop solid business cases

EDUCATIONAL HIGHLIGHTS

- Doctorate Degree, magna cum laude, Doctor of Chiropractic Medicine, Life University, Marietta, GA
- Bachelor's Degree, magna cum laude, BS Pre-Med, Excelsior College, Albany, NY
- Medical Device Product Development Certification, University of California - Irvine
- Regulatory Requirements for Medical Devices Certification, University of California - Irvine

LICENSES AND CREDENTIALING

- Indiana Medical Licensing Board (active) - Lic.#08002809A
- Florida Board of Medicine (active) - Lic.#CH7570
- Intellicentrics (RepTrax) - Hospital Vendor Credentialing - SEC3URE ID#424350
- Simplyr (Vendor Credentialing Services) - Hospital Vendor Credentialing
- GHX (VendorMate) - Hospital Vendor Credentialing