

## General Manager

**20 years+ experience in Medical Devices & Life Sciences**

*Driven by Innovation, entrepreneurship, change management, fast growth ambition, leading people, strategy and execution, Digital Health.*

Senior level executive with **international General Management and Marketing** experience in leading **organizations changes** in **highly competitive markets** environments.

Experience in driving fast business changes in **Private Equity** funds owned company.

Sustained deliveries of plans and results through **innovation in business models, organization design and execution best practices**.

Successful move and **adaptability to various medical sectors and companies culture**.

Strong track record of **growing business above market** with **P&L optimization** while **developing people**.

Board and Chairmanship in France and Europe Industry associations with focus on **Market Access, Health Economics** and **Public Affairs**.

### DTA Medical

Medical Devices

Mars 2018 – en cours **Chief Operating Officer (Directeur Général)**

*Investors relationship - Strategic Partnerships – Sales & Marketing – Go To Market*

### BSN Medical (EQT owned)

Medical Devices

2015 – 2018 **General Manager France (Directeur Général France)**

*Under Private Equity (EQT) owned company, main task were to align BSN Medical France to the Group strategy and performances KPI's to prepare the exit. Full P&L responsibilities €65M – staff 150 employees – Sales, marketing, customer services, back-office. Reporting to EVP EMEA – Member of EMEA Management team – regular reporting to CEO and Private Equity Board members.*

**Main Achievements : France Business turn-around with full alignment to global BSN Medical equity story**

- Finalize integration of local compression therapy company (culture, process, sales force, KPI's)
- Compression therapy portfolio full repositioning (branding, pricing, manufacturing) resulting in evolution of +6% MS gain (IMS)
- Launch AdWC franchise from scratch (Cutimed Sorbion €2M sales in 2 years and KOL's endorsement)
- Talent acquisition in key roles (70% management team changed)
- Pharmacy channel value proposition and go to market change (sell-in to sell-out and value selling)

### Smith & Nephew

Medical Devices

2014 - 2015 **VP Marketing Woundcare Europe (Directeur Marketing Europe)**

*Europe woundcare Marketing Plan & Marcom (>€400M). Member of the European Executive Committee reporting to EU Group President. Setting the new Regional EU Marketing organization and Marketing process with Global and Local entities. Market development of innovative NPWT PICO device, developing selective investment plan for Allewyn #1 Brand €200M.*

- PICO NPWT re-launch and Market Development (€20M)
- Allewyn investment plan France (€35M +10% above market) & Germany (€30M)
- Member of Global marketing task force (BCG) – setting Group Brand planning and process
- Europe Marketing Organization design
- 5 years Europe Marketing plan / strategic franchises plan

## 2007 – 2013 **Regional General Manager France – Benelux (Directeur Général France Benelux)**

*General Manager (Sales > €80M) - Managing 150 FTE (sales, marketing and support functions) - Part of EU executive committee (reporting to EU AWM President) - Full regional woundcare P&L - Key customers : Hospitals - Community - Homecare HCP's, organization and payers - Business development & partnerships (healthcare companies and care providers)*

- Sales Growth (+6% in the period) +2% above market
- SN entry in advanced therapy : NPWT launch against competitor monopolistic position in 2008 - #1 in France in 2012
- Reorganized the region (regionalized marketing, customer services, supports)
- Profit +5% over the period
- Strategic partnerships : FlenPharma in Belgium, Combicare in NL, Alliance HC in France

## 2001 – 2007 **General Manager Woundcare Smith & Nephew France (Directeur Général France)**

*General manager & legal President S&N SAS - Sales from €17M to 36M in 4 years (70 FTE to 100FTE ) Work council President / Relationship management with employees representatives - Full P&L woundcare France*

- Woundcare Business Unit setting in 2001
- Business models changes (from single hospital Med Dev model to addition of pharma model in community)
- Strategic Brand relaunch (ALLEVYN x3 sales in 3 years versus market x1.8, 7% market share gain in 3 years)
- New market Development : Compression kit therapy VLU PROFORE : Specific Brand name reimbursement gain, KOL and clinical guidelines endorsement, sales €5m 2010
- Social Plan management
- Culture change from local organization to leading country in Global organization.
- 2X sales in 4 years / Profit from €-1M (investment) to €+6M in the period

## **WL.Gore & Associates**

**Medical Devices**

### 2000 –2001 **European Marketing Manager Cardiovascular implants**

*Integration surgical & interventional franchises (Sales €70M – 7 FTE)*

### 1998 – 2000 **European Sales Manager Interventional Radiology**

*Launch of Stentgraft (Excluder AAA & HBahn Peripheral) in EU, Start-up Business, sales organization design (€5m / 10 FTE), EU Interventional KOL's development, Market development.*

### 1995 – 1998 **Marketing & Business Unit Manager France Vascular implants**

*Business adaption to new reimbursement, organization right sizing, portfolio strategy, KOL's - Sales €11M / 20FTE (sales & supports)*

## **Amersham Biosciences – GE Healthcare**

**Life Sciences**

### 1992 – 1995 **Product Manager – Market Development Manager Life Sciences**

*Reagents for laboratories (Research, R&D, IVD) – Partnership Genethon France. - Southern Europe and Europe (MDM)*

## **Boehringer Mannheim - Roche Diagnostics**

**Life Sciences**

### 1988 – 1992 **Account Manager Life Sciences**

*Sales representative (Life Sciences reagents and kits) covering Research Labs and R&D industry - Key Account Management, 1st sales region in 2 years*

## **Medtech Healthcare Key activities (Operating and Non Executive)**

2005 -2010 *Chairman **APPAMED** (Medical Devices Homecare France )*

2006 – 2013 *Board Member **EUCOMED** (European medtech industry association)*

2015 – ongoing ***Angels Santé** (Business Angels Healthcare) network member*

2015 – 2017 *Board Member and investor **Endonov** (Start-up – Cardiovascular Medical devices).*

2018 – Ongoing *Deputy CEO-COO **DTA Medical** (medtech startup)*

2018 – Ongoing ***LallianSe** (Healthcare SME's accelerator) – Expert*

2018 – Ongoing **EITHealth** (European Healthcare accelerator) – Mentor – Jury Member  
2018 – Ongoing **WILCO** (IDF Incubator – Accelerator) – Mentor – Jury Member  
2019 – Ongoing **GUARD Medical** – Board Member  
2019 – Ongoing **APIA** – Association of Independent board members