

RORY SAMUELSON

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STRATEGIC MARKETING EXECUTIVE

MEDICAL DEVICE INDUSTRY – ASIA PACIFIC REGION

Strategic business and marketing leader with record of opening up and expanding profitable Asian medical device markets.

Asia-Pacific specialist and China expert with Harvard master's in East Asian Studies, experience living and working in Asia, fluency in spoken/written Mandarin.

New market specialist able to overcome barriers to entry and grow markets from startup by leveraging expertise in cultural, regulatory, and business factors.

Insightful, analytical, and strategic marketing leader with experience across marketing, business development, and business operations management. Specialize in emerging and established medical device markets in the Asia Pacific region. Uniquely qualified by...

- ◆ Expertise in reinterpreting brand value proposition for Asian medical customers and designing innovative marketing strategies yielding revenue results.
 - ◆ Career-defining ability to transform indigenous distributor and customer thinking and invite adoption of new medical technologies, resulting in market share capture and explosive revenue growth.
 - ◆ Multilingual, cross-cultural relationship builder, trainer, and influencer able to navigate relationships with cross-functional staff, external consultants, partners, vendors, distributors, regulators, and medical end-users to achieve corporate business and marketing objectives.
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CAREER HIGHLIGHTS

MEDCO – PHILADELPHIA, PA, 2006 to Present

(Global medical device manufacturer with \$3 billion in annual revenues.)

DIRECTOR OF MARKETING – MEDCO JAPAN DIVISION

P&L responsibility and strategic marketing authority for 75% of Medco Japan revenues from businesses generating \$74 million in annual revenue growing at 10% per annum. Manage \$500,000 budget. Direct internal staff and exercise an oversight role with company's exclusive reseller in Japan, the 400-person, 50/50 joint venture partner Medtro Inc. with \$180 million in revenues. Develop and present 3-year plans to corporate C-levels.

- ◆ **Overcame roadblocks to lead launch of a recently approved technology platform** for treatment of ovarian cancer. Identified 2 critical technologies required to successfully compete in Japan market, both held exclusively by a first-to-market competitor. Leveraged relationship-building and negotiation skills to outflank competitor's hold on the technologies, enabling Medco to compete head-to-head. Then, built a strategy to leapfrog the competition through new technology platforms and clinical education programs.
- ◆ **Thought leadership / marketing innovation:** Facing changing hospital reimbursement policies, developed programs to convey value proposition for anti-infective port products. Delivered fast 16% sales growth producing an additional \$4 million a year while market growth in general was slowing (2% on average).
- ◆ **Averted an estimated \$2.5 million annually** in potential losses to an emerging competitor by securing a national regulatory change that imposed clinical trial requirements on new entrants to market.

SIMPLACARE, INC. – Irvine, CA, 1998 – 2006

(Medical device manufacturer specializing in urology and prostate surgery devices)

SENIOR DIRECTOR OF INTERNATIONAL SALES

Charged with leading company expansion outside North America. Served in a newly created management position building territory from the ground up. Oversaw all start-up activities. Subject matter expert in international regulatory and reimbursement affairs. Built global distributor network from scratch. Established and trained key opinion leaders in each market. Authority for budgeting, forecasting, strategic planning, and plan execution.

- ◆ **Broke open untapped Asian markets to deliver company's largest overseas market (China) with sales building to 25% of global installed base.** Developed vision, strategy, and business model; built sales & marketing infrastructure from ground up; overcame cultural/business and regulatory barriers to entry; and pioneered post-sales training and support models that achieved rapid buy-in from customers.
- ◆ **Grew international sales 11-fold (surpassing overall corporate growth rate)** through channel development activities. International sales consistently profitable since 1999.
- ◆ **Strengthened market reach** by managing distributors to achieve targets while minimizing cost to Simplacare.