

BART J. BALKMAN

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Sales & Marketing Executive

Top-Producing Management Executive with more than 15 years experience in the development, commercialization and market launch of medical devices worldwide. Combined expertise in strategic planning, P&L management, marketing, tactical sales and client relationship management. Outstanding record of achievement in medical device industry, focused on introducing and driving adoption of unique technology that serves an unmet need. Consistently delivers a targeted, creative approach to positioning products, building sales organizations and market development.

Professional Experience

ELLIPSE TECHNOLOGIES, INC., Irvine, CA

January 2012 to Present

Vice President, Orthopedics Global Sales and Marketing

Ellipse is an innovative company focused on novel implantable technology to treat a broad spectrum of spinal and orthopedic applications.

- Led the commercialization of the PRECICE Intramedullary Limb Lengthening device.
- Developed worldwide distribution strategy and hired a combination of Direct Sales force and Distributor partners.
- Delivered over 180% of Sales Plan for 2012
- Delivered 142% of Sales Plan Q1 2013

ARSTASIS, INC., Redwood City, CA

April 2010-January 2012

Vice President, Sales and Marketing

Company developed revolutionary vascular access device delivering rapid and secure, implant-free arterial closure.

- Led the commercialization of the Arstasis AXERA device, a breakthrough femoral artery access device.
- Recruited, hired and trained 51 person sales team.
- Developed Targeting strategies and Launch plans driving adoption/ penetration in competitive market.
- Delivered \$3 million in revenue the first year of launch despite FDA recall and product inconsistencies.
- Guided sales team through complex sales negotiations and closings.
- Designed and administered comprehensive sales compensation program.

CARDIOKINETIX, INC., Menlo Park, CA

October 2008-April 2010

Vice President, Sales and Marketing

Company designed and manufactured novel percutaneous procedure and implantable device to treat ischemic heart failure patients.

- Developed strategies to accelerate enrollment resulting in the successful completion of the US Feasibility PARACHUTE Trial.
- Completed in depth Market Opportunity Assessment for use in investor presentations and to educate and promote internal understanding of customer dynamics and patient flow.
- Developed Reimbursement Strategy for FDA trial leading to commercialization.
- Established Scientific Advisory Board cultivating relationships with key thought leaders.
- Drove the development of European Market strategy which led to proof of product adoption and demonstrated revenue ramp with limited product launch.
- Championed Branding project updating company logo, image, and website.

BALKMAN CONSULTING, Southlake, TX

May 2008-October 2008

Owner

Consultant to medical device companies including ev3 Neuro (Covidien)

- Performed Current State Analysis of company products, physician perception and market positioning.
- Developed and drove Sales Training study determining overall effectiveness.
- Conducted Market Analysis on behalf of ev3 Neuro which was instrumental in the Chestnut, Inc. acquisition.

CONCENTRIC MEDICAL, INC., Mountain View, CA

July 2002-February 2008

Vice President, Sales

Company pioneered the market in mechanical Acute Stroke treatment. The Merci Retriever was the first device cleared by FDA for use in Acute Stroke patients.

- Deployed successful strategies increasing enrollment in the MERCI Trial resulting in FDA clearance.
- Recruited, managed and developed global sales organization.
- Led the development and implementation of product launch strategy for complex sale, incorporating multiple physician specialties and in depth physician training.
- Assembled Scientific Advisory Board cultivating relationships with key thought leaders.
- Created separate “hybrid” sales team to concentrate on stroke center development and referrals.
- Delivered on plan resulting in over 70% growth from prior year while continuing to develop the market.
- Grew sales from zero to over \$20 million positioning Company for Stryker acquisition.

ACCUMETRICS, INC., San Diego, CA

April 1999-July 2002

Vice President, Sales,

Company manufactured new treatment modality to measure platelet function in the heart.

- Developed sales strategies and marketing programs to accelerate market penetration.
- Cultivated relationships with key physicians creating greater product awareness in major medical meetings and in the marketplace.
- Created a “success skills profile” to hire a specialized sales force.
- Helped position the Company for acquisition by Radiometer.

MICROVENA CORPORATION · White Bear Lake, MN September 1996-April 1999
Vice President, Worldwide Sales and Marketing
Director of U.S. Sales

Company manufactured a mechanical thrombectomy device.

- Grew and developed worldwide sales, marketing and training organizations.
- Worked with executive team to establish Company's strategic direction.

MICROVENA CORPORATION (Continued)

- Partnered with product development team to reduce time to market.
- Restructured Marketing organization increasing effectiveness in driving new product commercialization.
- Restructured sales organization into a device oriented, conceptual, consultative sales and sales management teams.
- Tripled domestic sales in 1997 to over \$16 million in revenue.
- Grew domestic sales 22% in fiscal year 1998 with no new products.
- Developed "Users Meeting" program for mechanical thrombectomy to increase market awareness and promote physician training.
- Helped positioned Company for acquisition by ev3.

HEART TECHNOLOGY, Redmond, WA March 1993-May 1996
Regional Sales Manager

Company manufactured coronary and peripheral Rotablator device.

- Managed team responsible for generating \$18 million in sales.
- Exceeded both coronary and peripheral forecasts three consecutive years.
- Worked with hospital administration on cost concerns associated with Rotablator.
- Led BSC sales force training ensuring proper execution of Physician Training Courses.
- President's Club recipient 1994, 1995.

MEDTRONIC, INC., Minneapolis, MN August 1988-March 1993
Interventional Vascular Sales Representative

- Selected for and completed Medtronic Management Program

BAXTER EDWARDS LABORATORIES, Irvine, CA May 1985-August 1988
Territory Manager

- Received multiple National Sales Awards.

SURGIKOS, INC., JOHNSON & JOHNSON, Arlington, TX May 1983-May 1985
Sales Representative

EDUCATION

B.S., Marketing, Oklahoma State University, Stillwater, Oklahoma
Columbia University, New York, New York, Sales Management Executive Program