

## Joan McLoughlin

Executive commercial management and entrepreneurial business leader with a dynamic 20+ year career in early stage medical device start-ups across all phases of the business cycle in: cardiovascular, general surgery, gynecology, neurosurgery, radiation oncology and electrophysiology. Gained a combination of operational, financial, commercial, technical and organizational development to hands-on build innovative companies, primarily surgically based, ranging from single product disposables to capital equipment with disposable product lines.

### AREAS OF EXPERTISE

- Business driven decision making and strategic risk taking
- Vision, strategy, analysis, & synthesis leading to successful execution
- Managing growth & planning execution; Business & sales model design
- Sales and customer training, curriculum development & training model design
- Sales & Channel Distribution Management
- Structuring, staffing, aligning, & orchestrating organizations
- Develop and manage strategic relationships with KOLs
- Domestic & International Product Launch

### PROFESSIONAL EXPERIENCE

MCLOUGHLIN CONSULTING, 01/18 – present. Sales and marketing consulting services focusing on domestic and international commercialization and business development for medical device startup companies with missionary products focused on cardiac, general and neurosurgery markets.

THE MCLOUGHLIN GALLERY LLC, San Francisco, CA 08/10 – 05/2018  
Contemporary Art Gallery representing 25 emerging and mid-career artists mounting 8 – 12 exhibitions annually. Grew business to \$1M revenue annually.

ENDOGASTRIC SOLUTIONS, INC., Foster City, CA, 08/05 – 05/10  
Early stage medical device company developing a transoral surgical device for the treatment of gastric reflux, GERD, and gastric pouch revisions post-bariatric surgery.

VP, International Sales and Training, 11/08 – 5/10  
Expanded international market into AUS, NZ, Brazil and Chile. Increased international sales to \$2 Million. Assisted with recruiting, hiring and training of US sales force of 10, VP of Sales and 3 clinical trainers. Contributed to US launch of products. Established animal lab training facility.

General Manager, 08/05 – 11/08  
Directed 7 full time staff based in Brussels Belgium. Guided expenses to budget, or below, every quarter. Managed the launch of two products in Europe and drove international sales to \$1 Million in 18 months. Hired and managed an International direct sales team of 3 and established strategic relationships with an elite group of international distributors to penetrate and develop the top 18 markets in Europe and the Middle East. Managed European KOLs and assisted in managing clinical trial sites for FDA 510K study. Designed and implemented sales and customer training program globally.

ACCURAY INC., Sunnyvale, CA, 08/02 – 07/05  
Accuray a medical device company developing a radiation oncology robotic system providing high dose, precise radiation for operable and inoperable tumors.

Sr. Director of Worldwide Education,  
Designed and implemented state-of-the-art training facility, hiring and managing an 8 person training team. Created corporate and training video. Assisted with recruitment, hiring and training

of US direct sales force of 10. Designed and implemented sales and customer training program. Served as key ambassador and the face of the company to medical professionals and societies, distribution and key customers. Established strategic relationships and managed top 3 Asia Pacific distributors, Japan, China and Singapore and in Europe, Germany and Italy. Designed and implemented global training curriculum. Submitted multiple clinical study papers and white papers to neurosurgical and radiation oncology publications.

NTERO INC., Palo Alto, CA, 05/01 – 06/02

Very early stage, pre-clinical medical device company with a device for the prevention of surgical adhesions in open surgical procedures by general, colorectal and gynecologic surgeons.

Director of Marketing, Mountain View, CA

Managed product development and market analysis. Created business. Assisted with Series B funding.

INTUITIVE SURGICAL, Sunnyvale, CA, 04/97 – 02/01

Early stage startup medical device company developing innovative robotic surgical system focusing on cardiac and general surgeons. IPO 2000. NASDAQ ISRG. Market cap \$58B

Sr. Training Manager, 02/99 – 02/01

Established and managed Surgical Advisory Board and Surgeon Trainers. Assisted with recruitment and hiring of US Director of Sales and initial direct sales force and clinical trainers. Designed and implemented sales and customer training program. Established strategic sales with key European markets: France, Belgium, Germany and Italy. Created multiple white papers for CV and General surgical procedures.

Training Manager, 04/97 – 02/99

Early product development. Designed and implemented on-site animal training facility. Created corporate and training videos. Onsite support at initial cardiac and general surgery cases. Worked with outside vendors to develop training models and tools.

CARDIAC PATHWAYS, Mountain View, CA, 02/95 – 04/97

Early stage medical device company with a device for the detection and ablation of ventricular arrhythmias. IPO in 1996. Acquired by Boston Scientific in 2001 for \$115M.

Clinical Research Manager

Compiled and communicated various study metric and summary reports to senior management. Key contributor or developer of all IDE study documents including protocols, CRFs and data collection tools, and site training materials. Manage 6 study sites, domestically and internationally.

STANFORD UNIVERSITY HOSPITAL

Manager Emergency Dept., Stanford Hospital, Stanford, CA, 10/87 – 02/95

**EDUCATION**

University of Windsor

Bachelor's Degree in Nursing, 1986

Cal. State University, Hayward

Certificate, Museum & Gallery Studies, 2011

**PROFESSIONAL ASSOCIATIONS** SFADA Board Member, Vice President

References upon request