

JUDITH A. BEDNARZ
J. Bednarz Marketing Consulting

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Profile

Proven record in marketing, product and business development, sales and management. Demonstrated record of growth, development of leadership and management talent, and meeting or surpassing marketing, sales, and profit goals.

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|----------------------------------|--|
| √ Strategic Marketing | √ Major Account Selling |
| √ New Business Development | √ Training and Development |
| √ Clinical/Regulatory Management | √ Corporate and Product Communications |
| √ Sales Development | √ Global Marketing |

Professional Accomplishments

- ⌋ Developed a comprehensive market analysis of the wound management market, which allowed the client company to assess the business opportunity.
- ⌋ Provided competitive intelligence on several market categories, including medical lasers, collagen products, dialysis, critical care and aesthetic medicine treatments.
- ⌋ Created a broad-based corporate and product awareness for a new human collagen start-up company which resulted in generating sales from over 50% of the target market and coverage by nearly 100 print and TV media. Developed all packaging, instructional, marketing, patient education, pricing, sales training, trade show, advertising, and PR materials. Managed Customer Service/Inside Sales. Managed a nationwide market research project, including both focus groups and telephone research. Managed a comprehensive analysis of the reimbursement environment for treatment of female stress incontinence.
- ⌋ Wrote business plan for and launched new subsidiary directed at the consumer cosmetic surgery market.
- ⌋ Led the long-term R&D strategy planning process resulting in the product introduction plan.
- ⌋ Successfully managed the introduction of more than 40 new or revamped products into existing and new markets. Managed all activities from concept and market research through development and initial sales. Successfully managed mature/new products in both mild and aggressive competitive environments.
- ⌋ Re-introduced and re-positioned a medical capital equipment line increasing revenue over 700%. Introduced product features that allowed for premium pricing and a lucrative trade-in program, even during an economic environment.
- ⌋ Developed local publicity implementation packages for physicians, which resulted in significant new patient awareness, allowing for additional sales opportunities to other institutions.
- ⌋ Increased revenue by more than 1000% by repositioning a product from reusable to disposable.
- ⌋ Created sales force incentives, which resulted in 25-30% increases in sales volumes the quarters in which they were introduced.
- ⌋ Directed repositioning of company through complete revamping of corporate image.

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- Managed multiple direct marketing and print, radio and TV advertising programs, including list development, production, telemarketing, and media coverage. PR/Ad agency management.

EMPLOYMENT

- *Consultant, J. BEDNARZ Marketing Consulting* (2000 to present). Clients include companies in medical/aesthetic laser and pulsed light source surgery, wound management medical devices, diagnostic testing, critical care, high tech and others including start-ups and Fortune 1000 companies.
- *V.P. of Marketing. Collagenesis, Inc., Beverly, MA* (1996 to 2000). Innovative human collagen biomaterials commercialized for the aesthetic market, including Dermalogen®, Dermaplan™, Autologen®, and BioBank™, and for the incontinence market, Urogen™ and DuraDerm™.
- *V.P. of Marketing and Clinical/Regulatory Affairs. Candela Laser Corporation, Wayland, MA* (1987 to 1996). Cryosurgical systems for Urology and Surgical Oncology. Laser surgery products and services for Urology, Plastic Surgery, Dermatology, Gynecology, and Pediatric use.
- *Group Product Manager, Lifeline Systems, Inc., Watertown, MA.* (1983-1987). Marketed to institutions and consumers this telephone-based personal emergency response system supported by software management package and nationwide Lifeline Central™ service. Institutional markets included hospitals and retirement housing developers.
- *Manager, New Business, Smith & Nephew Dyonics, Inc., Andover, MA.* (1982-1983). Evaluated and developed new product/market opportunities for this orthopedic surgical equipment manufacturer.

EDUCATION

- Boston University* Boston, MA
 - MBA (Marketing)
- Tufts University* Medford, MA
 - Master of Science (Biology and Genetics) Teaching Fellowship
- Northeastern University* Boston, MA
 - Bachelor of Science (Biology) Carl S. Ell Scholarship; graduated *cum laude*.