

GERARD F. WHITBOURNE

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Strengths Substantial, successful experience in the medical device industry. Expertise includes medical device assembly, packaging, sterilization, and validation in compliance with FDA, GMP, and ISO standards as well as medical device consultative sales, marketing, corporate image development, promotion, and advertising. Background includes due diligence in preparation for sale of company. Committed to providing clients with the global vision and consulting services that will facilitate the process of medical device assembly, packaging, sterilization, and validation.

Key Experience **WHITBOURNE CONSULTING, LLC - Pittsford, New York 2007 - Present**
Consulting firm serving clients in the medical device industry.

Owner / President

Provide consulting that facilitates/enables the process of bringing new medical devices to market. Services include development of packaging and sterilization processes that ensure the uncompromised integrity of medical devices to meet the needs of today's healthcare industry.

ETHOX INTERNATIONAL, INC. 2005 - 2006 / STS DUO TEK, INC. 1981 - 2005 **Rush, New York**

Ethox is a vertically integrated company offering manufacturing, sales, sterilization, testing, packaging, and order fulfillment services to the global medical device and pharmaceutical industries. In 2005, Ethox purchased STS DuoTek, a company that provided services identical to Ethox. Personally was a co-owner of STS DuoTek until its sale.

New Business Development Director - U.S. Northeast & Canada 2005 - 2006

Sole individual responsible for developing new accounts and growing business in existing accounts.

- Targeted new accounts in the orthopedic, cardiovascular, and neurological sectors and cultivated relationships with key decision-makers within these accounts. Won the business of seven new accounts – account names proprietary – representing \$750,000 in annual sales.
- Increased business in existing accounts by \$500,000 in annual sales.
- Played a key role in providing a seamless transition for STS accounts during the acquisition of STS by Ethox. Ensured retention of customers at risk for turning to the competition during the acquisition period, retaining \$300,000 in annual sales from these accounts.
- Was asked by one of the company's directors to coach company sales representatives serving the U.S. Southeast and Midwest Regions.

2001 - 2005 **Co-Owner / Vice President of Sales & Marketing - U.S. & International Markets**

Managed marketing activities to enhance the company's image and improve its market position. Scope included all company accounts. Led a team of three sales reps and a marketing assistant.

- Proposed a new sales and marketing strategy to move the company to the next level. Conducted market image research within customer accounts and among STS employees. This research served as the foundation for a new sales and marketing strategy and a dramatic shift to marketing the company as a one-stop shop offering customers a full range of services "From research to release."
- Completely transformed STS's market image. Initiated and managed creation of a new corporate logo, cutting-edge marketing collaterals and trade show exhibit, a user-friendly web site, and a major shift in advertising from a technically-driven to market-driven approach. Selected and managed the work of an advertising agency and web designer.

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Key Experience (cont.) **ETHOX INTERNATIONAL, INC. / STS DUO TEK, INC.**
Co-Owner / Vice President of Sales & Marketing - U.S. & International Markets

- Developed and conducted STS's first sales training program and semi-annual sales meetings.
- Hired and coached new sales reps who proved to be strong performers.
- In 2004, increased sales 21% and gross profit 17%, achieving the company's most successful year.
- Grew annual sales from \$8.4 million to \$10.8 million by 2004. Led to STS's nomination as one of the Top 100 Privately-Owned Companies in the Rochester, New York, area.
- Elected to the board of directors of Atlantic Corridor, a group that nurtures relationships between businesses in Upstate New York and Ontario, Canada with businesses in Western Europe. Delivered promotional presentations in Ireland.
- Company success achieved during this period motivated Ethox to acquire STS. Was personally involved in all due diligence activities and presentations.

Owner / Vice President of Sales - U.S. & International Markets 1996 - 2000

Developed new business and grew business in existing accounts. Scope: sales, advertising, and trade show management. Managed marketing coordinator and administrative assistant.

- Increased sales from \$5.8 million to \$8.4 million.
- Captured the company's second largest account, generating \$2 million in annual sales.
- Grew medical packaging sales from \$90,000/month to \$250,000/month. This piece of business subsequently grew to \$450,000/month by 2004.
- Increased sterilization services sales from \$70,000/month to \$105,000/month.
- Expanded STS's participation from two to five trade shows. Recommended STS participation in pharmaceutical trade shows; led to a significant increase in STS presence in this market and winning business from the top ten global pharmaceutical companies.
- Was active in the Health Care Industries Association and its efforts to promote trade between Western New York and Canada.
- Played a key role in STS's nomination as one of the Top 100 Privately-Owned Companies in the Rochester, New York, area.

Owner / Vice President of Operations

Contract Sterilization Group 1981 - 1995 / Assembly & Packaging Group 1989 -

1995

Led the group responsible for sterilization of medical devices; 24/7 operation. Led the group that assembled and packaged these medical devices. Also managed company facilities, capital equipment and maintenance, employee benefits, and company insurance.

- Co-managed relocation of the sterilization process to a larger facility, minimizing operations downtime. Designed the new facility's infrastructure and qualified it for installation of laboratory and manufacturing equipment.
- Managed the processes that led to achievement of ISO 9002 certification for the Contract Sterilization Group and the entire customer base.
- On team that developed a new ISO-compliant, state-of-the-art assembly and packaging operation.

Affiliations Association for the Advancement of Medical Instrumentation - AAMI; American Association of Pharmaceutical Scientists - AAPS; Institute of Orthopedic Enlightenment - IOE; Ethylene Oxide Sterilization Association - EOSA; High Tech Rochester - Bioscience Cluster.

Education **Bachelor of Business Administration** - University of Memphis, Memphis, Tennessee.