

Steven Pusterla

Strategic Commercial Leader

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Seasoned executive with extensive experience in managing commercial affairs, executing global launch strategies, and driving organizational growth to achieve substantial revenue gains. Highly adept at navigating today's evolving healthcare environment. Forward-thinking leader who consistently establishes health economic value and develops dynamic go-to-market approaches. My expertise lies in formulating growth strategies dedicated to enhancing the value of innovative healthcare solutions and fostering complex sales success across administrative, economic, and clinical buyers. Skilled in capitalizing on transformational opportunities, I excel in assembling and guiding productive teams that drive market creation and expansion, resulting in significant revenue growth and extensive market penetration. Experienced in corporation formation, P&L management, regulatory approval plans, and business function outsourcing, I have a proven track record of identifying new growth opportunities and providing effective sales and marketing leadership. I inspire teams to embrace shared success, commitment, collaboration, creativity, and problem-solving, driving growth and broad organizational success.

Areas of Expertise

- ◆ Business Launch & Expansion
- ◆ Health Economic Value Creation
- ◆ Payer & Provider Market Development
- ◆ O.E.M Collaboration
- ◆ Value-Based Healthcare
- ◆ Marketing & Branding
- ◆ Pricing Strategy Design
- ◆ Revenue & Profit Growth
- ◆ Virtual Chronic Care/Remote Monitoring
- ◆ Team & Cross-Functional Leadership
- ◆ Client Relationship Retention & Growth
- ◆ Investor Relations & Fundraising

Professional Experience

OneTwo Analytics – Stockholm, Sweden
Chief Commercial Officer

April 2024 – Present

Designed, executed, and managed all commercial affairs for an innovative digital diabetes AI/ML analytics organization. Orchestrated both the U.S. market launch and global expansion within the diabetes and chronic conditions space.

- Conducted comprehensive global market analysis within the diabetes OEM, provider, and insurer sectors.
- Directed full global expansion plans and U.S. launch strategies.
- Led leading all planning, alliance management, and regulatory approval processes, which culminated in numerous new Diabetes Technology Stack development contracts, the initiation of clinical pilots, and securing Class 1 exempt status for our entire portfolio of solutions with the FDA.
- Created and implemented effective marketing, social media, and business development strategies, resulting in two \$1M contracts in 2024.
- Managed P&L, created U.S. contract structures, formed a U.S.-based C-Corp, and facilitated critical business functions such as banking, insurance, accounting, and invoicing for the U.S. corporation.
- Fostered investor relations to bolster fundraising and support strategic growth initiatives.

Steep Health – Vero Beach, FL
Founder / Principal Consultant/Healthcare Entrepreneur

April 2021 – Present

Collaborated seamlessly with health tech organizations, health systems, and health plans, successfully launching and expanding new programs, solutions, and technologies. Achieved significant market share gains and increased company revenues through key partnerships with KOMODO, SEMLER SCIENTIFIC, SMART ABI, MARKITECH, REMISSION MEDICAL, and others.

- Acted in capacities as functional Chief Growth Officer, Chief Marketing Officer, and Vice President Sales.
- Orchestrated strategic planning, business development, alliance management, and regulatory approval activities across global market segments, including MedTech, HealthTech, virtual care, diagnostics, healthcare data, SaaS, and insurance.
- Formulated and executed market entry and expansion strategies, branding plans, sales tool creation, and ROI modeling.
- Developed internal and external communication strategies to deepen understanding of customer demographics and business needs, strengthen stakeholder relationships, promote health economic value, and expedite market entry and sales cycles.
- Achievements include driving revenue growth of diagnostic technology by over 50%, securing new business SaaS contracts exceeding \$250K, and closing several digital health recurring monthly revenue deals, each exceeding \$30K per month.
- Provided essential guidance in market creation, diversification, and overall business enhancement.
- Implemented consultative guidance and subject matter expertise to successfully launch solutions and contracts for industry partners, exceeding \$500K in annual recurring revenue.
- Innovated the use of healthcare data to deliver precise market entry plans for numerous risk-bearing entities.
- Facilitated multi-year agreements and high-impact strategic projects with risk-bearing healthcare and payer groups, including United Healthcare, Signify Health, and Humana, with a combined value surpassing \$40M.

Medtronic – Cardiac and Vascular Group, Diabetes – Minneapolis, MN (Remote)
Director of Strategic Accounts, CVG

August 2015 – April 2021

Oversaw consistent growth, executive-level relationships, and instituted crucial business strategies within Western IDNs, exceeding annual revenues of \$100M. Formulated new value-based initiatives, strategic partnerships, and contracting agreements across the Cardiac and Vascular Group business, which facilitated double digit annual revenue gains, projected price erosion, eliminated competitive threats, and formed partnerships with the most complex healthcare systems.

- Recognized with the Top Rank among 35 United States regions in 2020 with new revenue generation of over \$10M.
- Championed the development of a five-year Cardiac and Vascular Group Executive Partnership and secured a multi-year consulting agreement with Stanford Health.
- Executed a capitated contract structure for the Aortic business, securing a multi-year contract extension worth \$2M for the Transcatheter Aortic Valve Replacement (TAVR) business as well as a performance guarantee Heart Value contract securing \$1M minimum annual conversion of previously unpenetrated business with Kaiser Permanente.
- Generated more than \$7M in new revenue with significant increases in market share in associated product categories with Adventist Health via the implementation of contracting and conversion strategies.
- Achieved year over year revenue and market share growth of cardiac and vascular business while managing sales activities of 140 team members, including representatives, RVPs, district managers, and directors across eleven businesses.

Director Strategic Partnerships, Diabetes

Directed a value-focused healthcare approach for unique strategies that drove disruption and established competitive barriers in the diabetes market. Acted as the Diabetes Liaison for Medtronic CEO's Valued-Based Healthcare Transformation Initiative. Introduced provider and patient marketing, public relations campaigns, and advertising, leading to increased IDN demand for new solutions. Fostered solid C-suite relationships, presenting new value-based contracts, custom implementation plans, and value propositions to health system and health plan executives.

- Generated \$1.2M in revenue by executing bulk contracts, program structures, and marketing plans for national execution at Indian Health Services facilities.
- Pioneered diabetes strategies and value-based initiatives at Medtronic CEO's Signature Accounts, including Wake Forest Health, Christiana Care, Medical University South Carolina, MedStar Health, Lehigh Valley Health, and Kaleida Health, yielding over \$3.6M in annual recurring revenue.
- Executed \$1M value-based technology partnerships with Duke Connected Care.
- Regulated the collaborate activities with the IBM Watson franchise to build, enhance and implement new virtual artificial intelligence solution.
- Earned Medtronic Bronze Award for creation of Pan-Medtronic Diabetes Surgical Readiness Program focused on high-demand populations.

C.R. Bard – BioSurgery – Warwick, RI (Remote)
Strategic Account Manager

July 2013 – August 2015

Cultivated sales tactics, IDN contracts, strategies, value propositions, and custom implementation plans with Strategic Accounts for newly acquired thoracic biosurgical technology, resulting in consistent revenue growth and development of emerging markets.

- Spearheaded contracting and conversion strategies for multiple United States strategic accounts, leading complex laparoscopic and robotic thoracic procedures for a start-up, which resulted in robust year over year revenue growth.

Johnson & Johnson – Ethicon Endo-Surgery, Ethicon – New Brunswick, NJ (Remote) **August 1999 – July 2013**
Regional Manager, Market Development Manager, Marketing Manager, Training Manager, Executive Sales Manager

Recruited, trained, and performance managed numerous individuals and teams throughout the Northeast. Continuously surpassed revenue goals and business plans, while maintaining award-winning productivity. Created several marketing, professional education, and public relations campaigns that showcased unique patient and provider benefit statements.

- Appointed as one of 15 individuals to lead an Ethicon start-up organization, achieving growth from \$500K to \$56M.
- Recognized with a 1st ranking out of 23 Market Development Managers, achieving \$7.4M with a \$1.1M increase.
- Accelerated revenue from \$27k to over \$2.4M in five years, generating significant growth in the Northeast Region.
- Achieved multiple Sales Execution and Vice President Sales Leadership awards.
- Instituted innovative marketing programs and educational pathways across the U.S., the U.K., Japan, and China.

Education

M-MBA in Management, Marketing, International Business, Strategy, Operations, Finance, HR Management

International Business Management Institute, Berlin, Germany

Bachelor of Arts in Economics; Minor in Fine Art

University of Rhode Island, Kingston, RI

Professional Development

Executive Level Management

Advanced Executive Presentations

ALPS Marketing

Ethicon Management & Marketing Programs

Social Styles & Versatility Training

Creative Training Techniques

Integrity Selling Trainer

Stanford Health Virtual Care with Presence

Philanthropy

Breakthrough T1D (Juvenile Diabetes Research Foundation)

- Ride to Cure Team Member - Juvenile Diabetes Research Foundation (JDRF), 2012 - Present
- Young Leadership Committee Board Member - Juvenile Diabetes Research Foundation (JDRF), 2010 - 2018

American Diabetes Association