

Steven Pusterla

Strategic Growth Leader

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Seasoned Executive with extensive experience in creating economic value, streamlining organizational growth, and achieving substantial revenue gains. Proficient in navigating and evolving today's healthcare environment.

Forward-thinking leader who routinely establishes health economic value, dynamic go-to-market approaches, and robust growth strategies dedicated to enhancing the value of innovative solutions in today's healthcare environment. Skills and expertise foster complex sales success with economic buyers allowing capitalization of transformational opportunities. Proficient in assembling and guiding productive teams that cultivate the creation of new markets and the expansion of existing ones, leading to substantial revenue growth and insurmountable market expansion. Proven aptitude for identifying new growth opportunities and delivering effective sales and marketing tactical leadership. Decisive leader who inspires shared success, commitment, collaboration, creativity, and problem-solving within teams, implementing economic value that pivots and shortens buying decisions.

Areas of Expertise

- ◆ Health Economic Value Creation
- ◆ Payer & Provider Market Development
- ◆ Strategic Analysis & Planning
- ◆ Sales & Business Development
- ◆ Value-Based Healthcare
- ◆ Marketing & Branding
- ◆ Sales Force Optimization
- ◆ Revenue & Profit Growth
- ◆ Virtual Chronic Care/Remote Monitoring
- ◆ Team & Cross-Functional Leadership
- ◆ Commercial & Government Contracting
- ◆ Executive Client Relationship Growth

Professional Experience

Steep Health – Vero Beach, FL

April 2021 – Present

Founder / Principal Consultant/Healthcare Entrepreneur

Collaborated seamlessly with various 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 notable entities such as KOMODO HEALTH, SEMLER SCIENTIFIC, SMART ABI, MARKITECH, REMISSION MEDICAL, and others. Orchestrated strategic planning, business development, alliance management, and regulatory approval activities across global market segments, including medical devices, virtual care, diagnostics, artificial intelligence, healthcare data, service as a solution, pharmaceuticals, and insurers. Formulated and executed market entry and expansion strategies, branding plans, sales tool creation, and ROI modeling to drive growth and uncover new opportunities. Developed internal and external communication blueprints, enhancing understanding of customer demographics and business needs to strengthen stakeholder relationships, promote health economic value, and expedite new market entry sales cycles.

- Acted in a Functional Chief Growth Officer, Chief Marketing Officer, and Vice President Sales capacity.
- Achievements include driving revenue growth of diagnostic technology by over 50%, securing numerous new business SaaS contracts exceeding \$250K, and closing several initial recurring monthly revenue deals for digital health platforms, each exceeding \$30K per month.
- Provided essential guidance, contributing to market creation, diversification, and overall business enhancement.
- Implemented consultative guidance, subject matter expertise, and established processes 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 numerous 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.
- Enhanced success for seven clients managing ongoing engagements while providing essential consultation. Leveraged experience in value-based care transition and health economic value development to maximize existing initiatives.

Medtronic – Cardiac and Vascular Group, Diabetes – Minneapolis, MN (Remote)

August 2015 – April 2021

Director of Strategic Accounts, CVG

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)

July 2013 – August 2015

Strategic Account Manager

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