

# Steven T. Pusterla

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## STRATEGIC HEALTHCARE EXECUTIVE

Highly motivated and results-driven executive with a dynamic and forward-thinking approach in the healthcare industry, focused on driving organizational growth and financial performance. Renowned for expertise in cultivating strategic partnerships, leading transitional initiatives, and implementing cutting-edge marketing strategies. Adept at providing effective leadership and executing go-to-market plans. Extensive experience in developing robust strategies, implementing population health tactics, and driving market development in medical, surgical, diagnostic, pharmaceutical, and software as a service healthcare sectors. Influence extended across integrated delivery networks, accountable care organizations, payers, and pharmacy benefit manager customer segments. Consistently commended for exceptional individual and team results. Profound grasp of market trends and a visionary approach to accomplishing goals with a sense of urgency.

## CORE COMPETENCIES

- C-Level Executive Relationship Growth
- Value-Based Healthcare Implementation
- IDN and Government Contracting Execution
- Virtual Care Program Creation
- Pharmacy Channel Development
- Payer Channel Relations
- People Leadership and Management
- SaaS Market Development and Growth
- Strategic Thinking
- Business Strategy Creation
- Corporate Account Development
- Sales and Marketing Execution

## CAREER HIGHLIGHTS

- Delivered impactful counsel to organizations, leading to market entry, revenue and share growth, and elevated evaluations.
- Created and led numerous organizations, strategic accounts and teams yielding consistent revenue and market share growth.
- Designed contracting, implementation and partnership strategies yielding millions of dollars in annual revenue expansion.
- Developed, launched, and executed the go-to-market approach for new healthcare data insights, innovative technologies, virtual care and remote diagnostic platforms, and artificial intelligence solutions into the evolving healthcare environment.
- Chosen as 1 of 15 individuals to begin Ethicon start-up organization which grew from \$500,000 to \$56 million.
- Received Top Region Growth, Market Development Manager, Vice President Sales Leadership, and Sales Execution Awards.

## PROFESSIONAL EXPERIENCE

### STEEP HEALTH

(2021 – Present)

#### *Principal Consultant / Healthcare Entrepreneur*

*Partnered with life science organizations, health systems, health plans, pharmacies, and investment groups to develop and implement business strategies aimed at improving healthcare for customers, systems, providers, and patients within the healthcare ecosystem.*

- Led a multitude of high-impact strategic projects by employing consultative guidance, innovative methodologies, established processes, and subject matter expertise. These initiatives facilitated the successful launch of programs, solutions, and technologies, resulting in improved outcomes, heightened patient satisfaction, reduced healthcare costs, and amplified company revenues.
- Organized and coordinated all business development and alliance management activities for new global market segments within the medical device, pharmaceutical, diagnostic, digital health, virtual care, and artificial intelligence spaces.
- Provided strategic advice and guidance on corporate, sales, and marketing plans across all healthcare segments.
- Implemented market entry and expansion plans, incorporating market research, subject matter expertise, problem-solving, implementation design, and commercial execution, resulting in quicker and more efficient outcomes.
- Leveraged vast experience in value-based care transition and managed care program optimization to spearhead creative contracting, risk-based programs, and the optimization of existing initiatives.
- Cultivated and continuously strengthened strategic industry partnerships, executed successful public relations campaigns, devised creative marketing plans, and engaged with executive leadership to drive business growth.
- Facilitated the development of effective internal and external communication blueprints, enabling better understanding of customer demographic profiles and fostering stronger relationships with stakeholders.
- Developed compelling sales tools, partnership presentations, and ROI models to accelerate growth and secure new opportunities.
- Positively impacted seven clients since founding through short-term and ongoing engagements, delivering valuable consultation and driving success in their respective endeavors.
- Successfully collaborated with Komodo Health, Semler Scientific, Smart ABI, MarkiTech, Remission Medical and others.

## MEDTRONIC – CARDIAC AND VASCULAR GROUP \* DIABETES

(2015 – 2021)

### **Director Strategic Accounts \* CVG**

*Successfully managed executive-level relationships and executed business strategies within western integrated delivery networks, contributing to the region's annual revenue surpassing \$100 million and achieving the top rank among 35 United States regions in 2020.*

- Drove sales and market share growth of cardiac and vascular products in strategic accounts, overseeing 140 team members, including RVPs, directors, district managers, and representatives across eleven businesses.
- Spearheaded a groundbreaking 5-year Cardiac and Vascular Group Executive Partnership and secured the first-ever multi-year consulting agreement with Stanford Health. This initiative resulted in price security, consistent quarter-over-quarter revenue growth, and strengthened executive-level engagement.
- Successfully implemented contracting and conversion strategies, resulting in over \$7 million in revenue and significant increases in market share (50% and 20%) in associated product categories with Adventist Health.
- Pioneered the creation of a capitated contract structure for the Aortic business and secured a multi-year contract extension worth an additional \$2 million for the Transcatheter Aortic Valve Replacement (TAVR) business with Kaiser Permanente.
- Fostered new value-based healthcare initiatives, creative contracting agreements, and strategic partnerships across the Cardiac & Vascular Group businesses, leading to increased revenues, protection against price erosion, disruption of competitive threats, and support for healthcare systems to improve clinical outcomes, expand access to care, and optimize operational efficiencies.

### **Director Strategic Partnerships \* DIABETES**

*Pioneered a value-based healthcare approach that set our strategy apart, driving disruption and establishing competitive barriers within the diabetes market. Delivered superior quality, enhanced integration, and a more cost-effective care model. Cultivated robust relationships with crucial internal stakeholders, leading to the development of multiple innovative market segments.*

- Led diabetes strategy and spearheaded value-based initiatives at Medtronic CEO's Signature Accounts, including Christiana Care, Kaleida Health, Lehigh Valley Health, Medical University South Carolina, MedStar Health, and Wake Forest Health.
- Developed Pan-Medtronic Diabetes Surgical Readiness Program, harnessing Medtronic's focus across high-demand populations.
- Orchestrated bulk contracts, program structures, and marketing plans for national execution at Indian Health Services facilities, resulting in an initial \$1.2 million in revenue.
- Implemented patient marketing, advertising, and public relations campaigns which generated demand for new solutions.
- Established and delivered value-based healthcare partnerships and population health solutions with key health systems, integrated delivery networks, payers, and employers nationwide.
- Cultivated C-suite relationships to present new value-based healthcare contracts, value propositions, and customized implementation plans to health system and health plan executives.

## C.R. BARD - BIOSURGERY

(2013 – 2015)

### **Strategic Account Manager**

*Originated strategies, IDN contracts, value propositions, and customized implementation plans with Strategic Accounts for newly acquired technology, driving the development of emerging markets and ensuring continuous revenue growth.*

- Led contracting and conversion strategies at numerous key accounts facilitating complex laparoscopic and robotic thoracic procedures for a new Start-Up business, resulting in significant year-over-year revenue growth.

## JOHNSON & JOHNSON - ETHICON ENDO-SURGERY \* ETHICON \* J&J MEDICAL

(1999 - 2013)

### **Regional, Market Development, Marketing, Professional Education, Training, Executive Sales Manager**

*Effectively managed sales, contracting, and market development activities for multiple teams throughout the Northeast, consistently exceeding business plans, surpassing revenue goals, and maintained award-winning productivity.*

- Achieved the 1st rank among 23 Market Development Managers, achieving \$7.4 million with a remarkable \$1.1 million increase.
- Conducted remarkable growth in the New York Region, increasing revenue from \$27,000 to over \$2.4 million in 5-years.
- Introduced innovative and differentiated educational pathways across the United States, China, Japan, and the United Kingdom.

## **EDUCATION & PROFESSIONAL TRAINING**

*International Business Management Institute* – Berlin, Germany

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

*University of Rhode Island* – Kingston, Rhode Island

Bachelor of Arts ~ Major: Economics Minor: Fine Art

- Executive Level Management
- Advanced Executive Presentations
- ALPS Marketing
- Ethicon Management & Marketing Programs
- Social Styles & Versatility Training
- Creative Training Techniques
- Integrity Selling Trainer