

Steven Pusterla

Visionary Growth Leader

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Seasoned executive with a proven record of leading organizations to sustained growth and profitability through strategic vision, operational excellence, and commercial execution. Brings deep expertise in go-to-market strategy, health economic value creation, and transformational business growth on a global scale. Adept at identifying high-value opportunities, creating new markets, and driving wide-scale adoption to deliver measurable impact. Extensive experience leading global product launches that accelerate entry into emerging markets. Strong background in business, operational, and financial leadership, including corporate formation, P&L management, regulatory approval strategies, manufacturing scale-up, and outsourcing. Skilled in optimizing supply chains, sourcing talent and resources, and applying Lean Six Sigma to improve efficiency, reduce waste, and lower Cost of Goods Sold (COGS). Proven ability to scale high-performing teams, instill accountability, and consistently exceed revenue targets. A trusted CEO and strategic partner, guiding MedTech companies to unlock growth, optimize operations, and forge collaborations across the healthcare ecosystem.

Driven by a bold vision to reshape the future of healthcare, I am committed to building transformative strategies, executing with precision, and fostering a people-first culture that fuels innovation and growth. With an unwavering dedication to advancing global healthcare, I empower organizations not only to adapt but to lead — redefining industry standards, accelerating impact, and shaping a more efficient, accessible, and groundbreaking future for healthcare worldwide.

Areas of Expertise

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

Professional Experience

Steep Health – Vero Beach, FL

April 2021 – Present

Founder | Chief Executive Officer | HealthTech Entrepreneur

Forged and led high-impact collaborations with HealthTech companies, health systems, and payers to launch, scale, and optimize innovative technologies and digital health solutions. Achieved successful market entry, accelerated revenue growth, and measurable market share expansion through strategic partnerships with SYNTACTIQ, KOMODO, SEMLER SCIENTIFIC, SMART ABI, MARKITECH, REMISSION MEDICAL, and others—driving innovation, adoption, and sustained commercial success across the healthcare ecosystem.

- Served in executive roles including Chief Growth Officer, Chief Marketing Officer, and Vice President of Sales.
- Led strategic planning, business development, alliance management, and regulatory activities across MedTech, HealthTech, virtual care, diagnostics, healthcare data, SaaS, and insurance sectors.
- Executed market entry and expansion strategies, branding initiatives, sales enablement tools, and ROI modeling.
- Developed communication strategies to deepen customer insights, strengthen stakeholder engagement, and accelerate market adoption.
- Provided consultative guidance in market creation, diversification, and commercial optimization.
- Drove 50%+ revenue growth for diagnostic technologies and secured SaaS contracts exceeding \$250K.
- Closed multiple digital health RMR deals, each generating over \$30K/month.
- Delivered \$500K+ in annual recurring revenue through successful solution launches and partner contracts.
- Leveraged healthcare data to craft targeted market entry plans for risk-bearing entities.
- Negotiated multi-year, high-impact agreements with major payers—including UnitedHealthcare, Signify Health, and Humana—totaling over \$40M in value.

OneTwo Analytics – Stockholm, Sweden
Chief Commercial Officer

April 2024 – May 2025

Led all commercial strategy and execution for an innovative digital diabetes AI/ML analytics company, driving the U.S. market launch and spearheading global expansion across diabetes and chronic disease management sectors.

- Conducted comprehensive global market analysis within the diabetes OEM, provider, and insurer sectors.
- Directed full global expansion plans and U.S. launch strategies.
- Led 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.
- Manage 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.
- Foster investor relations to bolster fundraising and support strategic growth initiatives.

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 \$150M. 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.
- Led collaborative initiatives with the IBM Watson franchise to design, develop, and implement innovative virtual AI solutions, enhancing healthcare insights and operational efficiency.
- Earned Medtronic Bronze Award for creation of Pan-Medtronic Diabetes Surgical Readiness Program focused on high-demand elective surgery populations including Orthopedics, Bariatrics, Plastics and others.

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 and general surgery biosurgical technologies, 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 and total hip and knee 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 2005 – July 2013

Regional Manager | Market Development Manager | Marketing Manager | Professional Education 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 which showcased unique patient and provider benefit statements.

- Appointed as one of 15 individuals to lead an Ethicon infection risk reduction 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 – Volunteer leader on fundraising and advocacy committees.

American Diabetes Association – Advanced initiatives to improve diabetes care and awareness.

American Heart Association – Championed cardiovascular health and equity programs.

PATH – Promoted global health innovation and access initiatives.

Oceana – Backed marine conservation advocacy and education.