



1000 Independence Ct
Southlake, TX 76092

A. David Potenza

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Leveraging a combined 21 years of successful **Business Development, Strategy and Healthcare Economics** experience at two Fortune ranked healthcare organization with experience in has earned me long standing **Senior Leadership** positions. In addition, I have 14 years in the private sector, which combined has provided me with the experience, reputation and track record needed for success.

As a business strategist, leader, expert negotiator and certified in **Six Sigma**, I leverage my experience and education to consistently achieved both the financial goals of the corporations I work for, as well as exceed the expectations of their customers.

President & CEO (6 yrs.) **01/14 – Present**

Strategyn Management Group (SMG) - Dallas, TX

SMG (www.TheSMGInc.com) is a privately held business strategy and consulting firm lending my 35 years of senior management experience to MedTech, Bioscience, Pharmaceutical and Innovation leaders in healthcare. We provide the necessary guidance , support, and strategy needed in moving an innovative product or service into a formal company ready for commercialization growth, investors or acquisition.

Our clients have spanned a diverse range including pharmacy, devices, diagnostics, laboratory sciences, advanced imaging diagnostics, remote patient monitoring, Telehealth.

President (1.5 yrs.) **11/18 -01/2020**

Aperture Bio – Dallas, TX

Reporting to the Board of Directors, my role was to lead the company’s growth and market strategies, as well as its financial success as it emerged into full commercialization. Aperture Bio (www.ApertureBio.com), a former SMG client, is a privately held, in vitro diagnostic company focused on improving outcomes in patients suspected of having bacterial infections.

Through quantitative microbiology the RAPID-B platform provides treating physicians with actionable data that can improve therapeutic decision making currently done through empiric prescribing of antibiotics...improving outcomes and decreasing antibiotic resistance pressure in our communities.

In a private transaction, the company executed a planned reorganization and transfer of assets to better positioning the company for commercialization and rapid growth.

VP of Healthcare Economics (11 yrs.) **5/03 – 8/14**

Kimberly Clark Healthcare Company - Dallas, TX

Reporting to the president, my role as VP of Healthcare Economics was to lead our organization’s transformation from a transactional sales process to a value based or “eco-clinical” model. The need for transformation was driven by the new demands of healthcare reform and the rapid migration to a committee centric decision-making process. Products and services needed to not only improve patient outcomes, but also serve the demands for lower costs. Compounding to the shift in demand patterns and buying influences was the introduction of shifting reimbursement metrics shadowed by value-based purchasing and new pay-for-performance models, i.e. ACOs, Bundled Payments and Insurance Exchanges.

Certified in Six-Sigma and a national presenter helped me innovate and author a hospital based, nationally recognized program using predictive analytics called “Take Action.” This process driven, consultative program employed economic modeling metrics that lead institutions through a proprietary CQI process that identified high-risk patient populations for



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poor outcomes and higher healthcare costs. Through process mapping and algorithmic decision making we helped guide clinical decision making through pathways of care aimed at the pillars of reform – Improved Outcomes, Increased Safety, Increased Satisfaction and Lower episodic costs.

Prior to this appointment, I held the position of Zone VP of Sales and helped architect a sales transformation that propelled this pain-management, infusion therapy company from \$7M to \$98M in 6 years. In addition to business development responsibilities, I participated in managing over 23 clinical studies, many of which were published. This rapid growth led to its sale to Kimberly-Clark Healthcare where I was retained to continue to help lead the sales, training and development of our field sales organization, which crested over 350 representatives.

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| Other positions held: | Western Zone Vice President | (09/07 - 01/09) |
| | South East Zone Vice President | (01/06 – 09/07) |
| | SW Region Vice President | (01/05 – 12/05) |
| | Central Region Director | (05/03 – 12/04) |
| | National Sales Trainer | (01/05 – 08/14) |

VP of Business Development (3 yrs.) 8/00 – 5/03

Barton Medical Corp. – Austin, TX

- Barton was sold to a private equity group triggering my buy-out and departure
- Responsible for strategic planning and business development.
- National Account negotiation
- Dealer network development and strategic alliance partnerships
- Contributed \$27M in new sales

Sr. VP of Business Development (5 yrs.) 8/95 – 7/00

American Pharmaceutical Services, Inc.– Dallas, TX

- APS was sold to Omnicare triggering my buy-out and departure
- Direct reporting responsibility for 57 branch office and pharmacy operations - 9 Area Managers.
- Responsible for the growth and development of strategic, corporate and national accounts.
- Sales and market development for new market strategies and product line extensions.
- Financial, strategic planning and growth of \$157M in new business.
- Expansion and growth of Capital Medical Equipment segments, including O2, IV, patient monitoring, rehab and physical therapy.
- Medicare/Medicaid compliance
- Contract management and negotiation, including supply chain logistics management for pharmaceuticals, medical supplies and complex/durable medical equipment.

Vice President of Clinical Product Services (8/95 – 4/96)

- Responsible for the development, planning, staffing and integration of new clinical market verticals, capital equipment and supply chain management. First year sales annualized at \$8M. Second year sales \$28M.
- National Account negotiation, management and sales development.



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Area Sales Director (9.1 yrs.) 5/85 – 07/94

Baxter HealthCare Corporation – Dallas, TX

- Direct reporting responsibility for 27 sales representatives/managers encompassing 10 states.
- \$48M in annual sales – 17.2% YOY avg. growth
- Direct sales, GP and earnings responsibility for area performance.
- Development and implementation of area strategic forecasting and expense allocation.
- Corporate and National Account development.
- Sales training and career development.

Other positions held: SW Regional Manager – Surgical & Respiratory Therapy Div. (10/90 – 3/92)
 Eastern Area Manager – Medical Products Div. (09/88 - 9/90)
 Northeast Regional Manager –Surgical Products Div. (06/87 - 8/88)
 Sales Representative – Pharmaceal Nursing Products Div. (05/85 – 5/87)

Education:

- Canisius HS – Buffalo, NY 1975-79
- Ithaca College – Ithaca, NY BS - Business Management 1979-83
- SMU Cox School of Business – Executive Management Program
- Warton School of Business – Continuing Business Studies 2016
- Certified Professional in Six Sigma and Lean

Formal Training, Certifications and Seminars –

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| CQI Quality Improvement | Stark and Anti-Kickback Compliance |
| HIPPA Compliance | OR Protocol |
| Sterile Techniques | Blood-borne Pathogens |
| RepTrax, Vendormate & Vendor Clear Certified | Negotiation Skills |
| Diversity & Sexual Harassment | Interviewing Skills and Assessment |
| Financial Management and Cost Accounting | Sales Training & Promotion Development |
| Public Speaking | Spin Selling |
| Team Building and Relationship Management | Coaching & Feedback |

Board & Non-profit Affiliations:

- Treasured Vessels – Board Seat
- Southlake Carroll Youth Football – Fund Raising Committee/5yr Asst. Coach
- All Pro Dads – Elected Board Seat
- CISD PTO – Elected Seat
- Distinct Capital Group – Advisory Board seat
- One Mind Investments – Board seat

References upon request

Notes: