

SEAN REYNOLDS

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EDUCATION

- **Doctor of Business Administration**, Georgia State University, Atlanta, GA, 2020
Dissertation: Factors Influencing Surgeon Adoption of Technology in the Medical Device Industry
- **Master of Business Administration**, Boston University, Boston, MA, 2008
- **Bachelor of Science, Biochemistry**, Eastern Michigan University, Ypsilanti, MI, 1997

Continuing Education/Training

- Harvard Business School Webinar, How to Create/Expand Board of Director Opportunities in Your Career, Nov 2021
- AMA Webinar, Using Behavioral Science to Increase Product Adoption, Oct 2021
- CITI Program Certification, Conflict of Interest, Aug 2021 – Aug 2025
- CITI Program Certification, Biomedical Responsible Conduct of Research Course 1, Aug 2021 – Aug 2024
- CITI Program Certification, Group 1 - Biomedical, Aug 2021 – Aug 2024
- CITI Program Certification, Group 2 - Social Behavioral, Aug 2021 – Aug 2024
- CITI Program Certification, Social and Behavioral Responsible Conduct of Research Course 1, Aug 2021 – Aug 2024
- AMA Methodology Webinar, Scale Development by Prof. George Balabanis, Jun 2021

TEACHING EXPERIENCE

- **Guest Lecturer**, Howard University, Washington D.C., 21CAP Program, business class discussion on personal branding, Feb 2022
- **Industry Instructor**, professional education of hundreds of surgeons, nurses and sales representatives on laparoscopic devices, orthopedic devices, and numerous surgical procedures via porcine & cadaveric models and lectures, Jan 1998 – Dec 2019
- **Guest Lecturer**, Shenandoah University, Winchester, VA, MBA Marketing Class, Summer 2020. Class discussion on dissertation results and application to behavioral marketing
- **Guest Lecturer**, Shenandoah University, Winchester, VA, MBA Marketing Class, Summer 2019. Class lecture on medical device marketing in spine. Designed learning activity focused on marketing research on concepts of branding, mergers & acquisitions, pricing, and sustainability
- **Teaching Certificate**, Georgia State University, Nov 2019

PUBLICATIONS & RESEARCH

Articles in Peer-Reviewed Journals

- **Sean Reynolds**, Naveen Donthu* and Christopher Campagna. Factors Influencing Orthopedic Surgeons' Clinical Adoption of Innovative Technologies. *Ortho Surg Ortho Care Int J.* 3(2). OOIJ. 000556. 2024.
- **Reynolds, S.**, Cotrino, F., Ifedi, C., Donthu, N. An exploratory study of executive factors that lead to technology adoption in small businesses. *Journal of Small Business Strategy.* 30(2): 1-16. 2020

Current Research

- **Research Associate**, Center for Engaged Business Research, Jun 2020 – present
- **Executive Review Board**, Responsible Research in Management Award, 2020 - present
- Reynolds, S., Donthu, N. Loyalty influences on surgeon adoption of medical devices. Manuscript in preparation.

CONFERENCE PAPERS, PROCEEDINGS & PRESENTATIONS

Peer Reviewed Presentations

- **Reynolds, S.** (Sep 2022). Loyalty Impact on Surgeon Adoption of Medical Devices. Poster presented at the Engaged Management Scholarship Conference, Jalisco, Mexico.
- **Reynolds, S.** (Sep 2019). Factors that Influence Surgeon Adoption of Medical Devices. Poster presented at the Engaged Management Scholarship Conference, Antwerp, Belgium.
- **Reynolds, S.**, Cotrino, F., Ifedi, C., Donthu, N. (Sep 2019). An Exploratory Study of Factors that Lead to Technology Adoption in Small Businesses. Paper session presented at the Engaged Management Scholarship Conference, Antwerp, Belgium.

Workshop Presentations

- **Reynolds, S.** (Oct 2022), On-going research: Loyalty impact on surgeon adoption of medical devices, Research presented at Center for Engaged Business Research Workshop, Georgia State University
- **Reynolds, S.** (Oct 2020), On-going research: Factors influencing surgeon adoption of 3D printed implants, Research presented at Center for Engaged Business Research Workshop, Georgia State University

Conference Attendance

- Engaged Management Scholarship Conference, University of Calgary, Calgary, AB, Canada Sep 2023
- Engaged Management Scholarship Conference, Universidad Panamericana Guadalajara, Zapopan, Jalisco, Mexico Sep 2022
- AdvanSE Life Sciences Conference, Isle of Palms, SC, Oct 2021
- Engaged Management Scholarship Conference, Florida International University, Miami, FL, Sep 2021
- **Panelist**, Medical Fair Asia Conference (virtual), How the Pandemic Has Changed Healthcare, Dec 2020
- Engaged Management Scholarship Conference (virtual), Case Western University, Cleveland, OH Sep 2020
- Engaged Management Scholarship Conference, Antwerp Management School, Antwerp, Belgium, Sep 2019
- Engaged Management Scholarship Conference, Temple University, Philadelphia, PA Sep 2018

AWARDS, RECOGNITION & HONORS

- Beta Gamma Sigma, International Business Honor Society, Dec 2020
- Cardinal Health, Ranked #1 in Midwest Region, and 12th nationally out of 49 sales representatives, Jan 2005
- Ethicon Endo-Surgery \$500K Sales Club, Apr 2001
- Ethicon Endo-Surgery Harmonic Scalpel Forecast Achievement Award, Apr 2001
- Ethicon Endo-Surgery Forecast Achievement Award, Apr 2000

UNIVERSITY, PROFESSIONAL & COMMUNITY SERVICE

University Service

- **Recruitment Committee Chair**, DBA Alumni Leadership Board, Oct 2023 – present
- **Volunteer**, DBA Speaker's Corner Development, Feb 2022 – present

Professional Service

- **Board Member**, Executive Leadership Diversity Board, Kohler Co., Feb 2022 – Dec 2023
- **Executive Influencer**, BLK Catalyst Business Resource Group, Kohler Co., Jan 2022 – Dec 2023
- **Panelist**, BLK Catalyst – Kohler Co., Wellness Week Self-Care Leadership Panel, Jul 2022
- **Panelist**, BLK Catalyst – Kohler Co., Black Leadership: Journey, Professional Brand & Community, Feb 2022
- **Panelist**, MassMEDIC IGNITE, The Changing Faces of Medtech, Dec 2021
- **Peer Reviewer**, UMass M2D2 CAPCaT, May - Jun 2021
- **Panelist**, MassMEDIC IGNITE, Partnering with Strategics, Oct 2021
- **Judge & Mentor**, MassMEDIC IGNITE Program, May - Oct 2021
- **Judge**, New York Business Plan Competition, May 2021
- **Judge & Mentor**, UMass M2D2 \$200K Challenge, Mar 2021
- **Recruiter**, Black Engineer of the Year Awards STEM Conference, Feb 2021

Community Service

- **Member**, Kappa League Program, Kappa Alpha Psi Atlanta Alumni, Nov 2021 – present
- **Judge**, Kappa League Student of the Year Award, Jan 2022 - present

Professional Organizations

- **Member**, Black PhD Network, June 2020 – present
- **Member**, American Marketing Association, Jan 2020 – Dec 2021
- **Life Member**, Kappa Alpha Psi Fraternity, July 2019

CERTIFICATIONS

- Medical Device Management Certificate, Worcester Polytechnic Institute, 2006

PROFESSIONAL EXPERIENCE

KOHLER, CO.
Atlanta, GA

Sep 2020 – Present

Associate Director, Product Management, Commercial North America (Jun 2022 – Present)

- Responsible for leading the business development, product marketing (strategy and execution) and driving commercial products through a go-to market execution via the channel marketing and sales teams
- P&L management of double-digit million dollar portfolio of commercial products sold in North America
 - **Attained 3% revenue increase YOY 2022**
 - **Improved manufacturing margin to 6% FY2022**
- Manage direct/indirect individual contributors (Product Managers, Supply Chain Manager, Channel Marketing Manager, and Finance Controller)
- Strategy formulation to impact margin profitability, sales revenue growth and innovation
- Member of the Executive Leadership Diversity Board to help push forward corporate DEI initiatives
- Mentor to business resource group, BLK Catalyst, as the Executive Influencer to influence the direction of the group's leadership team

Associate Director of Marketing and Business Development (Sep 2020 – Jun 2022)

- Consulted with Rada UK leadership team on healthcare strategy in North America for IoT connected infection control faucet
- Drafted strategy and product roadmap with internal team and consulting partner for Koher Ventures
 - Identified numerous technologies and partners in medtech/digital health space. Assessed viability for integration into the strategic plan for Kohler Ventures.
 - Identified technology for M&A and implementation into toileting product for future launch

STRYKER, CO., SPINE DIVISION
Leesburg, VA

May 2014 – Sep 2020

Group Product Manager, Degen Product Portfolio (Jan 2019 – Sep 2020)

- Managed interbody & plate portfolio **valued at \$170M (FY2019)**
- Supervised six direct reports (Product Managers, Associate Product Managers & Marketing Associates)
- Led four product design teams of 20 domestic & international spinal surgeons & supervised five new product development projects. Led KOL development.
- Directed strategic development of additive manufacturing branding and messaging
- Team launched three products:
 - Capri Cervical Corpectomy System (3D printed cage) Q1 2019: **\$2M Incremental Revenue**
 - Cascadia ALIF (3D Printed interbody) Q1 2019: **\$1.5M Incremental Revenue**
 - TLIF Disc Prep System Q4 2019 & ALIF Disc Prep System Q2 2020

K2M, INC. (STRYKER Acquisition January 2019)

Group Product Manager, Cervical/Tumor Trauma (Apr 2017 – Jan 2019)

- Supervised three direct reports (Product Manager, Associate Product Manager & Marketing Associate)
- Managed global product portfolio (23 product lines) **valued at \$33M (FY2017)**
- Led four product design teams of 20 domestic & international spinal surgeons & supervise four new product development projects
 - Launched Yukon Posterior Cervical Pedicle Screw System, adding **\$10M incremental revenue**

Senior Product Manager, Posterior Cervical/Tumor Trauma (May 2014 – Apr 2017)

- Supervised two direct reports (Associate Product Manager & Marketing Assistant)
- Managed six product lines **valued at \$9.5M (FY2014)**
- Launched two new products Q4 2014, producing incremental global revenue FY2015
 - Capri Corpectomy System: **\$1.5M**
 - Occipital Anchor System: **\$140K**

BAXANO SURGICAL, INC.
Wilmington, NC

May 2010 – May 2014

Senior Product Manager (Dec 2011 – May 2014)

- Supervised one direct report (Associate Product Manager)

- Managed three product lines (AxiaLIF, Presacral Access Kit and Iliac Crest Bone Graft Harvesting System) **valued at \$7M (FY2013)**
- Assisted with the development and launch of VEO Lateral System and Avance Pedicle Screw System, while naming both systems

TRANS1, INC. (TRANS1 & BAXANO SURGICAL Merger July 2013)

Product Manager (May 2010 – Dec 2011)

- Launched four new product extensions, AxiaLIF 2L+ Q2 2010, AxiaLIF 1L+ Q1 2011, Presacral Access Kit Q1 2011 and Iliac Crest Bone Graft Harvesting System Q2 2011
 - 1L+ implant sales **increased margins 18.5%** over Legacy implant sales
 - Presacral Access Kit: **Incremental revenue \$278K**
 - Iliac Crest Bone Graft Harvesting System: **Incremental revenue \$517K**

TORNIER, INC.

San Diego, CA

Jun 2008 – Dec 2009

Product Manager, Distal Extremities, Forefoot, and Advanced Biomaterials

- Managed 14 distal extremities products **valued at \$5.5M (FY2009)**
- Launched two product extensions, RFS Screws and NexFix Compression Pins
 - RFS product sales increased 41% from Q2 2008 to Q2 2009 with **incremental revenue \$44K**

CAMBRIDGE ENDO, INC.

Framingham, MA

Nov 2005 – Jun 2008

Sales and Training Manager

- Managed sales, marketing and training activities for start-up that developed articulating hand-held instruments (needle holder, scissor, dissector, and L-hook) used in minimally invasive surgical procedures
- Assisted with development of emerging market for single incision laparoscopic surgery; market development activities produce **incremental revenue \$120K (FY 2007)**
- Managed, trained, and supported distribution sales force of 12 individuals
- Developed surgeon training manual. Trained ~50 surgeons via labs, inanimate training, and surgical cases
- Coached two junior team members and distribution sales force

CARDINAL HEALTH

Detroit, MI

Mar 2003 – Nov 2005

Sales Representative

- **Managed \$4.9M territory** for infection control products used in clinical areas and operating room in SE Michigan and Northern Ohio

APPLIED MEDICAL RESOURCES

Detroit, MI

Jun 2001 – Mar 2003

Field Product Specialist (Apr 2002 – Mar 2003)

- Coordinated training of Colo/Rectal, General and Urologic surgeons on Hand Assisted Laparoscopic procedures via courses, labs, and proctorships
- Coached ten representatives in Midwest/Great Lakes/Southern/Florida on surgeon targets and training initiatives
- Training initiatives resulted in **incremental revenue of \$185K** Q2 through Q4 2002 for Hand Assist Device, Gelport

Territory Manager (Jun 2001 – Apr 2002)

- **Managed \$700K territory** of 30 hospital accounts in SE Michigan
- Developed new market for Hand Assist Device, Gelport with incremental revenue sales of **\$59K**
- **Increased Cardiovascular clamp inserts sales by \$63K** by year end 2001

ETHICON ENDO-SURGERY, INC., a J&J COMPANY

Detroit, MI

Jan 1998 – Jun 2001

Account Manager (Feb 1999 – Jun 2001)

- Managed \$2.2M territory for surgical products used in open and minimally invasive surgical procedures.

Facilitation Resident (Jan 1998 – Feb 1999)

- Trained ~200 surgeons, nurses and sales representatives on open and minimally invasive surgical procedures and products via cadaveric and porcine labs