

## SEAN REYNOLDS

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### EDUCATION

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- **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
- AMA Methodology Webinar, Scale Development by Prof. George Balabanis, Jun 2021

### TEACHING EXPERIENCE

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- **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

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#### 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

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#### 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

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- Kohler Executive Leadership Diversity Board Service Recognition Award, Dec 2023
- 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

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### University Service

- **Volunteer**, DBA Speaker's Corner Development, Feb 2022 – present
- **Recruitment Committee Chair**, DBA Alumni Leadership Board, Oct 2023 – May 2025

### 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

- **Director**, Guide Right/Kappa League, Kappa Alpha Psi Atlanta Alumni, June 2025 - present
- **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 – Dec 2022
- **Member**, American Marketing Association, Jan 2020 – Dec 2021
- **Life Member**, Kappa Alpha Psi Fraternity, July 2019

## CERTIFICATIONS

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- Medical Device Management Certificate, Worcester Polytechnic Institute, 2006

## PROFESSIONAL EXPERIENCE

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### CARBOFIX

Atlanta, GA

Jul 2025 – present

#### *Director of Marketing - Spine*

- Lead the strategic marketing and sales efforts for the CarboClear carbon-fiber spinal implant portfolio, driving adoption and revenue growth
- Oversee surgeon engagement and Key Opinion Leader (KOL) development, building strong clinical advocacy and educational platforms
- Drive market expansion of carbon-fiber technology in both degenerative spine and oncologic applications, positioning products for broad clinical adoption
- Direct clinical data strategy, including evidence generation, data collection, and support of peer-reviewed publications to strengthen clinical validation
- Manage all aspects of upstream and downstream marketing, from market analysis and portfolio strategy to tactical execution and sales enablement

### KOHLER, CO.

Atlanta, GA

Sep 2020 – Jul 2025

#### *Senior Manager, Product Management, Water Management (Jan 2025 – Jul 2025)*

- Responsible for leading business development and product marketing (strategy and execution) for new category of water management comprising of water monitoring (leak detection) and water filtration (water bottle filler)
  - Manage relationship with vendor partners, Phyn for water monitoring and Borg & Overstrom for water filtration

#### *Associate Director, Product Management, Commercial North America (Jun 2022 – Dec 2024)*

- Responsible for leading the business development, product marketing (strategy and execution) and driving commercial products through go-to market execution via channel marketing and sales teams
  - **Identified unique technology from startup company, Cleana, resulted in M&A and implementation into hygienic toileting product**
- P&L management of **\$78M** portfolio of commercial products sold in North America
- **Managed direct/indirect 4 individual contributors** (Product Managers, Supply Chain Manager, Channel Marketing Manager, and Finance Controller)
  - Team launched numerous hygienic products in 2023 & 2024 that will enable Kohler to capture additional market as projects and specs visibility grows
- Strategy formulation to impact margin profitability, sales revenue growth and innovation
- Member of the Executive Leadership Diversity Board to promote corporate DEI initiatives
  - **Restored partnership with Black Girls Golf and Kohler Hospitality Business Unit, resulted in two golfing events held at Kohler golf courses in Kohler, WI**
- Mentor to business resource group, BLK Catalyst, as the Executive Influencer to influence the direction of the group's leadership team

#### *Associate Director, 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 Kohler Ventures
  - Identified numerous technologies and potential partners in medtech/digital health space and assessed viability for integration into the strategic plan for Kohler Ventures
  - **Identified IoT enabled diagnostic technology from Israeli startup company, OutSense, resulted in M&A and implementation into toileting product for future launch**
  - Maintained corporate relationships with selected start-ups to monitor innovation developments
  - Matrix interaction with Legal and R&D functionalities

### 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**
- **Collaborated with cross-functional teams to design, engineer, and deliver a custom sacral body implant — the largest 3D-printed spinal implant successfully used in a patient**

***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**
- Led the evaluation and procurement of the first FDA-cleared non-expandable cervical vertebral body replacement (Palo Alto), directly supporting strategic R&D initiatives for next-generation 3D-printed cervical implants

**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**

**Mar 2003 – Nov 2005**

Detroit, MI

***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**

**Jun 2001 – Mar 2003**

Detroit, MI

***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**

**Jan 1998 – Jun 2001**

Detroit, MI

***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