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**Professional Profile**

Global Strategic Marketing Director with expertise in the medical industry including leading global marketing, education, and product development teams for industry leaders and start-ups. Drive business growth and market expansion by listening to the customer, utilizing new technology and product introductions to grow the top line while challenging our teams to control the bottom line. Known for ability to identify opportunities and strategies to improve performance across the business, utilize data, motivate team, and lead by example.

***Core Competencies:***

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| * Maximizing ROI * Defining strategic marketing * Product development | * Efficient launch of new products * Identifying new areas of innovation * Uncovering marketplace relevant insights |

**Work Experience**

CORIN USA, Tampa, FL 03/2019 – 10/2022

*Corin is a leader in orthopedic innovation focused on improving the quality of life for thousands of patients around the world through groundbreaking products.*

**US Education Director**

Reported to the Senior VP of Marketing. Managed the administration, logistics, support, and execution of in-person and virtual training courses in the US marketing asset. Ensured training events were ethically and compliantly governed and appropriate approvals were sought.

* Spearheaded the rebroadcast implementation of delivering training recorded during the COVID shutdown.
* Resulted in ensuring education was delivered daily for 2 – 3 hours.
* Created a new remote learning program with 52 learning modules with assessments, 48 hours of required learning, and optional training modules enhancing the learning experience for all clinical expertise.
* Developed a micro learning program that included video segments targeted at common questions and objections ensuring sales were knowledgeable in current clinical practices accessible at any time through a smart device.
* Implemented tactics to achieve 90% compliance to new learning modules.
* Developed tactics from the objectives and strategies that allowed for the efficient transfer of knowledge from key stakeholders, KOLs, and clinical and marketing staff to new and existing personnel.
* Maintained LMS training content ensuring sales presentations were branded in line with corporate objectives and aligned with regulatory compliance.
* Compiled course evaluation summaries and evaluated content to track and monitor training metrics ensuring compliance to training goals.
* Developed and promoted key training platforms such as Podcasts, VuMedi, and Proximie to ensure swift and accurate delivery to our Sales and Marketing teams and wider organization.
* Performed a cost analysis of renting AV equipment verses purchasing equipment resulting in saving $20K in the first month by purchasing. Projected $250K savings over the life of the equipment.

OMNILIFE SCIENCE, Raynham, MA 09/2017 – 03/2019

*Committed to the design, manufacture, and distribution of high quality orthopedic devices. Acquired by Corin Ltd.*

**Director, Customer Engagement**

Reported to the VP of Marketing and led a team of six marketing professionals and five field support experts. Accountable for the leadership of Marketing Communications, Sales Education, Surgeon Education, Field Marketing and Support, and Industry Meetings. Managed the team budget ($2.4M for 2018) including surgeon consulting time. Created and executed the launch plan for the company’s primary differentiating technology, the BalanceBot.

* Created downstream launch and marketing plan for the OMNIBotics BalanceBot which included:
* Provided new print and digital marketing collateral to enable the sales force to begin having conversations with surgeon targets.
* Recorded surgery presentation by KOL at ICJR Winter meeting to gain industry visibility.
* Utilized a tablet-based system software simulator to enable surgeons to interact with the product virtually.
* Collaborated with vendor to create a novel computer-based VR simulator utilizing the Oculus Rift for training sales reps, surgeons, and OR staff.
* Engaged new prospective KOLs and early adopter advocates with a two-day long, five-station, KOL-led cadaver lab resulting in additional new business.
* Created and enforced processes to streamline interactions with sales force and corporate partners resulting in more efficient process flow and fewer stressful customer interactions.
* Redefined company collateral to transition to interactive PDF surgical techniques combining printed materials with emailable multimedia content to reduce printing and increase material effectiveness.

AQUAROLLUSA, Miami, FL 07/2015 – 07/2017

*AquarollUSA is a self-funded startup company focused on providing unique physical therapy modalities for the distal extremities.*

**Vice President of Sales and Marketing**

Reported to the CEO and oversaw all aspects of Marketing, Sales, and Operations functions. Acquired, on-boarded, and managed small team of 1099 distributors. Managed all billing and collections.

* Refined the marketing message, materials, web presence (including company website, Facebook, Instagram, and Twitter) to prepare to engage medical and physical therapy customers.
* Created and delivered sales training content in order to effectively on-board a new sales organization.
* Created and managed company tradeshow presence accelerating market adoption in the Physical Therapy and DPM markets.
* Recruited, trained, and supervised a small distributor network across the country.
* Grew lease revenue from 0 to a projected $275K for 2017, which covered the company’s running expenses.
* Achieved a 75% decrease in system pricing with manufacturer.
* Managed all system inventory including shipping, installations, servicing, facility training, and warehouse operations.

BIOMET, Miami, FL 06/2012 – 07/2015

*Biomet, which was acquired by Zimmer in July 2015, was a global leader in total joint reconstruction, orthopedic trauma, and sports medicine solutions.*

**Product Management Director**

Global leadership for all upstream and downstream marketing for brands totaling $105M in sales. Budgeting, business case review, KOL management, tradeshow, and educational meeting support for the business.

* Defined top line strategy for marketing team focusing efforts on largest growth opportunities and new product launch excellence.
* Created a quarterly global review of the product pipeline plan integrating a global vision mindset.
* Led the marketing effort to launch a novel new trauma product. Created the value proposition, business plan, marketing strategy, launch plan, and educational plan for a first-of-its-kind trauma product.
* Defined the relative positioning and communication plan, including print, digital, samples, and customer engagement for multiple brands.
* Reviewed and identified KOLs for an emerging technology product, acquired relevant IP, and led the development of a new product.
* Utilized new product development opportunity to drive system-wide simplicity previously described as unachievable by the engineering team.
* Created iPad functionality to generate account specific cost savings model for new delivery system.

DEPUY ORTHOPAEDICS, a Johnson and Johnson Company, Miami, FL 01/2006 – 06/2012

*DePuy Orthopaedics, now DePuy Synthes, was a global leader in total joint reconstruction, orthopedic trauma, and sports medicine solutions. In 2012 DePuy sold its trauma business to Biomet in order to buy Synthes.*

**Group Product Director** (03/2009 – 06/2012)

**Product Director** (01/2006 – 03/2009)

Reported to the VP of Marketing. Led the Upper Extremity Trauma marketing team. The team included three reports that executed on upstream and downstream marketing for an annual portfolio revenue of $108M.

The group defined and executed two product launches.

* Team managed 13 brands, approximately 60% of trauma revenue and in 2012 finished 5% above FY BP. Launched two new products resulting in a portfolio expansion into two new market segments.
* Created a team atmosphere that encouraged team members to voice dissenting viewpoints ensuring valuable feedback was not discarded.
* Increased sales of acquired business by greater than 100%.
* Created and rolled out a trauma profitability model to sales management and the sales territories which focused corporate resources on best ROI targets and drove additional local investment in the DePuy Trauma business.
* Awards: Johnson and Johnson Global Leadership Profile Award.

HAND INNOVATIONS, LLC, Miami, FL 2005 – 2006

*Hand Innovations, acquired by DePuy Orthopaedics in January 2006, was a rapidly growing medical device company focused exclusively on upper extremity trauma, especially the fractured distal radius.*

**Product Manager**

Reported to the Vice President of Marketing and provided market size assessments for effective guidance for new product development.

* Created and presented proposal for commercial realignment and direct sales opportunity options to validate the viability of a hybrid distribution model.

MEDTRONIC SURGICAL NAVIGATION, Louisville, CO 2003 – 2005

*Medtronic was the global leader in computer assisted surgical solutions. Medtronic was partnering with Zimmer and OrthoSoft to develop and commercialize total joint replacement navigation systems. Medtronic Surgical Navigation exited their orthopedic partnerships in 2005.*

**Field Marketing Manager** (2004 – 2005)

**Engineering Project Manager** (2003 – 2004)

Reported to the Director of Orthopedics. Responsibilities included leading a team of four direct reports, development direction, budgeting, planning, cross-team organization, and documentation for the sector’s knee software development. Gained responsibility for liaising with our development partner, OrthoSoft, for a new total hip application. Then covered the southern US as a Field Marketing Manager to drive sales and customer adoption.

* Provided guidance for directing new product development resulting in a patent.
* Worked with the key corporate partner (Zimmer) to address primary partnership goals by engaging our partner’s sales organization. Addressed immediate sales goals and created an effective lead generating organization.
* The territory’s pipeline increased 675% in seven months.

PREVIOUS RELATED EXPERIENCE

**Product Manager**, Z-KAT, INC., Hollywood, FL

**Project Manager**, ORTHOFIX, INC., Winston-Salem, NC

**Design Engineer**, COBE CARDIOVASCULAR, INC., Arvada, CO

**Education**

**Master of Science**, Biomedical Engineering, Iowa State University, Ames, IA

**Bachelor of Science**, Mechanical Engineering, Iowa State University, Ames, IA