

## PROFESSIONAL PROFILE

## PRESIDENT — VICE PRESIDENT

**Global Value Creator for Medical Device Entities ■ Respected Medtech Pioneer**

**Igniting Revenue Growth, Performance, & Medical Innovations in Difficult Worldwide Markets**

Private, Publicly Traded Companies, and PE Firms — Startup, Turnaround, and Growth-Driven Successes

Progressive, globally minded growth strategist, known for supercharging R&D, sales, and P&L for top industry powerhouses and market disruptors. Launched, transformed, and evolved world-class businesses in challenging international arenas and through global economic instability, **triggering international growth up to 6X domestic rate and 161% soar in profitability**. Engineered market-leading clinical products that **revolutionized routine surgical procedures**. *Global MBA from Stanford University*.

— Diverse global background includes 9 years of in-country leadership spanning Europe, the Middle East, Africa, and Asia —

### — LEADERSHIP & HEALTHCARE INDUSTRY MILESTONES —

#### GM Roles — SuperAir Clinical Equipment

- **Overtaken prevailing sales slide**, and now **optimizing investor value** to position \$29M orthopedic power (OP) business for profitable exit.
- **Thrust aesthetics segment from \$5M ↑ \$21M** to fill void of Great Recession-era losses in OP business.
- **Master-planned venture into multibillion-dollar biologics market** to outdistance prior OP revenues

#### VP Roles — Permo Fleish Scientific

- **Catapulted Fleish's sluggish Asian business to \$98M**, generating \$21M within first 18 months.
- **Seized \$65M acquisition opportunity** and steered complex integration to form Fleish Scientific India.
- **Vaulted global sales \$43M and realized 15% YoY growth** for struggling Kole-Farmer acquisition by guiding Indian M&A and Chinese startup operations.

### — CRITICAL SKILLSET —

Strategic Planning & Execution — Revenue Growth — Global M&As / Post-Merger Integration (PMI) — Market Development International Business Development / Sales — \$90M P&L — Business / Culture Transformations — Recruitment & Succession Planning — Performance Optimization — Product Development / Launches — Medtech Engineering — Regulatory Compliance

*“Through his steadfast leadership and unrivaled vision, Chuck led his team to record-breaking years...” — President, SuperAir Clinical Equipment*

## PROFESSIONAL EXPERIENCE

### SUPERAIR CLINICAL EQUIPMENT LLC ■ San Francisco, CA

\$70M medical device trendsetter, privately owned by the Koch family and managed by Gleeson Associates — 180 employees in CA & VA

**GM, Biologics and Orthopedic Power**, 2015-Present — After licensing and purchasing intellectual property (IP) for ground-breaking biologic treatments (StemorCell) in previous role, recently assumed overlapping leadership posts to **sharpen strategic focus on newly launched, business-critical biologics segment**.

#### Forged New Business Directions & Strategy Change...

- Replaced incumbent GM to extract value from operations and **prepare \$29M OP segment for strategic buyout**.
- **Initiated pending M&A** of high-value biologics company while currently driving associated product development efforts to replace and outperform OP revenues.

*(continued on page 2)*

**SuperAir Clinical Equipment** (continued)

**GM, Aesthetics, 2011-2015** — Upon acquisition of endoscopic aesthetic surgical business and ensuing company reorganization into 3 segments, handpicked to streamline complex PMI and replicate sales success from previous role. **Positioned aesthetics segment as first and only SuperAir business to achieve and surpass 20% year-over-year sales growth targets in 13 years:** led targeted acquisitions; assembled and rallied high-impact U.S. sales force (26 agencies with 200 sales reps) and 74 international distributors; and **debuted products on 5 continents** while overcoming IP and FDA 501k / CE Marking regulatory hurdles.

**Triggered Long-Term Worldwide Success, Despite Prevailing Industry Slump...**

- **Spiked aesthetics revenues 220%, queuing \$21M for FY15** with 2 new acquisitions and expansion of distribution channel into Russia, Mexico, Italy, and Japan.
- **Accelerated international sales 3X domestic rate** by logging 100,000 air miles to provide on-the-ground leadership and strategic direction.

**Fast-Tracked Record-Breaking Sales and Earnings + Turned 16 Years of Stagnation into Ground-Breaking Innovation...**

- **Raised sales 43% and profit 161% in 2 years** by reigniting engineering after 16 years, acquiring and licensing new technology, and streamlining development process to expedite unveiling of 6 cutting-edge surgery tools that **changed global aesthetics market.**
- **Gained 26% market share** against legacy, state-of-the-art surgical procedures by spearheading due diligence and acquisition of 2 high-ROI cosmetic surgery products.

**VP, Sales & Marketing, 2009-2001** — Brought onboard to reverse flatlining sales of core OP product line. **Reinforced business to weather sinking world economy:** created new sales channels (85 international distributors & 60 U.S. sales reps) and hired international sales managers to target 2 untapped demographics, plastic and hand surgeons; seized product development opportunities; and launched critical marketing communications (marcom) team. Managed \$52M P&L and 12 senior-level reports.

**Amplified Sales & Brand Prominence Across the Globe...**

- **Powered 28% sales increase** in 2 years with rapid-results, 3-pronged business transformation strategy.
- **Skyrocketed global brand awareness and customer experience** within 1 year after launching full-scale rebranding initiative, mobilizing marcom team, and bolstering global online footprint with website overhaul.

**PERMO FLEISH SCIENTIFIC INC. (NYSE: PMO)** ▪ Chicago, IL / Shanghai, China

\$17B world leader in serving the sciences, formed via Permo Health and Fleish Scientific merger in 2008 — 50,000 personnel in 50 countries

**VP, Commercial Activities Asia, 2008-2009** — After Permo Health and Fleish Scientific merger, tapped by former Kole-Farmer boss to **anchor 150-strong, leaderless operation** and **spark international sales for Fleish Scientific's stagnating Asian region** across China, India, Japan, South Korea, Malaysia, and Singapore. Met challenge by presiding from China and suburban Chicago offices in 1½-year hybrid assignment.

**Tapped into Asian Growth Markets + Inspired Universal Shift in Thinking...**

- **Yielded \$98M business** from Fleish Asian entities with **\$21M gain** in Asian sales in first 18 months.
- **Established substantial commercial and manufacturing footprint in India** by leading acquisition and PMI of \$65M scientific instrument business to found Fisher Scientific India.
  - **Propelled sales 20% within 1<sup>st</sup> year of acquisition**, helming sales and new business development campaigns while guiding sensitive business and culture change to Permo corporate processes.
  - **Improved profitability 15%** by persuading local managers to apply management by objectives (MBO) tools and Western management thinking.
- **Boosted sales 35% and doubled profitability** by transitioning business model in China from regional distributors to direct sales channel while overcoming language and cultural barriers.

(continued on page 3)

**Permo Fleish Scientific** (continued)

**VP, International Cole-Parmer, 2004-2008** — Recruited for critical leadership role to reverse international sales decline of newly acquired Kole-Farmer business (analytical instrumentation / products entity). Introduced professional international sales management processes and expanded scope of leadership authority to international operations and customer service units, subsequently embedding metrics and accountability to reinvigorate across-the-board performance.

**Orchestrated Rapid Growth & Customer Engagement for Reeling M&A Business...**

- **Harvested \$43M in international sales** from 3 historically struggling Kole-Farmer entities in the UK, India, and China while strengthening relationships and productivity of 82 foreign dealers in healthcare and life sciences markets.
- **Produced 17% YoY international revenue growth, eclipsing domestic business 6X:** acquired Indian distribution business; launched Chinese entity; hired Asian & European sales managers to fuel international distributor business; and customized international catalogs to regional priorities and cultural psyche.
- **Safeguarded at-risk, multimillion-dollar accounts and restored customer confidence** with operations and logistics enhancements that cut customer wait times and freight costs, and improved regulatory compliance and product availability.

---

**— EARLIER SUCCESS STORIES —****...9 Years of Maximizing Overseas Growth & Operations in International Leadership Positions**

- **Set trajectory for business success** in short-term posts as Business Unit Manager, CALIFORNIA HEALTH TRANSFORM and GM Commercial, DuCHAMPS LABS while searching for the next high-impact career opportunity and culture fit.
- **Grew sales 28%** as VP, International Sales & Operations at CONNECTMED. Then **expanded global presence** by launching division in Poland and negotiating partnership with Australian medtech company prior to GSK acquisition.
- **Enhanced operations in the Middle East and Africa (MEA)** for CUMBERLAND CORPORATION on 3-year, Dubai-based mission as Director MEA. Promoted to Director International, repatriated to U.S., and **built \$95M distribution business.**
- After mastering product development and biotechnology sales engineering roles at IDU MED CONTROLS and ALAN BRIDLEY, rose quickly through the ranks at AMERIGULF MEDICAL COMPANY to 3-year expat role as Country General Manager in Saudi Arabia, **converting ineffective business model and previously deficient technologies into long-horizon success.**

---

**EDUCATION**

**Master of Business Administration (M.B.A.),** STANFORD GRADUATE SCHOOL OF BUSINESS, Stanford, CA

**Bachelor of Science (B.S.) in Biomedical Engineering,** ILLINOIS STATE UNIVERSITY, Chicago, IL

## PROJECT BRIEF

---

With an impressive international sales and marketing background, Charles was also a prominent figure in medical engineering and healthcare innovations. His career successes came from capitalizing on his broad global experience, technical know-how, and talent for influencing people across the globe. The results: he consistently spiked global growth and company value for top industry powerhouses and market disruptors throughout his career.

Charles wasn't seeking a new job, but with his current company in transition mode, he wanted to have an updated resume ready in case any internal opportunities arose in the near future. He was also open to investment opportunities with PE and VC firms, especially those prioritizing international growth for their portfolio companies, and felt it was time to have his executive resume reflect his leadership brand and the breadth and scope of his significant global experience.

With those objectives in mind, I advised Charles that we build out a search engine optimized (SEO) LinkedIn profile as well to increase his online "findability" for those types of opportunities.

I highlighted his most significant global achievements on page 1 using written and visual marketing elements, also emphasizing his diverse geographic insight and Global MBA from a top 10 ranking U.S. university.

As for design, I had Charles identify his brand colors and incorporated them throughout. I brainstormed short, pithy introductory headlines (e.g., "Tapped into Asian Growth Markets + Inspired Universal Shift in Thinking...") as a lead-in to each career story and front-loaded significant business impact achievements within text boxes—both strategic marketing tactics to capture and retain reader interest.

Charles is now armed with a resume and LinkedIn profile that tell a much more compelling story of his impact on the healthcare industry.