

RON F. RICHARD

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Greater San Diego area

Award Winning Global Medical Device Health Care Executive

Seasoned executive specializing in the medical device, medical diagnostic, and life science market segments with over 25 years in sales, marketing, and executive management. Key management positions with Nellcor Puritan Bennett, Thermo Electron, ResMed, Qualcomm, and SeQual Technologies. My strongest attributes are my ability to communicate at all levels of the medical industry, listening, & forming lasting relationships. This in addition to a "get it done" attitude, execute by leading and directing teams on the vision then transitioning those ideas into a practical plan. I have an extensive active network of KOL (key opinion leaders in the fields of sleep and pulmonary medicine). I'm known for being a patient advocate. Awarded Home Care Person of the Year in 2004 and Top Tech Executive in San Diego in 2011. Having firsthand experience with patients, and assuring the right processes and procedures are in place for improving quality of life for patients. My creative and innovative mindset differentiates me from my competition. I focus on setting direction and actionable, viable solutions working together with team members to accelerate company growth, job creation and improve profitability.

Highlight of Experiences:

|| Programs and teams' leadership with direct/indirect management/oversight

|| Traditional and digital Marketing experience developing global and regional platforms utilizing targeted strategies and maximizing product launch potential and sales

|| Product marketing combined with Impactful product launches (over 40 new products)

|| Mergers/acquisitions (10+ transactions resulting in over \$500M in deals)

|| Global and domestic sales experience (Asia, Europe, and South America)

|| Interfacing and managing multi-disciplinary departments (engineering, human resources, finance, legal, customer service, sales, marketing and IT)

|| Driving job creation effecting both global and domestic (startups and established companies)

|| Awarded and recognized as a leader in the medical industry by peers and KOL

|| 17 patents in the medical field

|| Professional musician with experience touring, performing and writing (iTunes, Spotify, Bandcamp)

PROFESSIONAL EXPERIENCE

BLD CONSULTING LLC, Escondido, California • 1/2011 – current

A turnkey consulting firm focused on sales, marketing, digital, web design, M/A, FDA and overall supporting medical device manufacturers, hospitals, homecare, physician-based businesses, as well as clinical trials.

Founder

Spearheading domestic and international sales, marketing, and business development efforts and prospect for increased networks and engagement. Advance, execute and assess strategic plan. Develop and implement strategic repositioning, product launch, branding, distribution, and marketing. Improve and apply policies and procedures refining overall operation and efficiency. Anticipated business progression and potential pitfalls recommending company initiatives and liaised with clients and internal staff on business development projects. Effectively coordinate with Key Opinion Leaders to organize clinical studies, direct phases of clinical and marketing trials. Formulate new product FDA submissions. Coordinate registration processes for security protocols of HIPAA/PCI/ISO/HITRUST.

Achievements/Clients:

- REKA Medical (launched new handheld ECG platform)
- InnoMed Technologies (launched multiple new sleep products)
- Chart Industries (launched new digital and telemedicine platform)
- FitBit (due diligence, wearables to trend sleep and M/A)
- AirAvant Medical (launched new line of sleep products)
- Nitetronic Inc (launched new product line and DTC platform to manage snoring)
- Iapyx Medical (launched new line of respiratory devices and closed suction systems)
- Qualcomm Inc (launched new medical monitoring system 2Net)
- EBB Therapeutics Inc. (marketing and digital platform development and launched new product to treat insomnia)
- AirVinum Inc. (marketing and digital programs aligned with launching drip proof wine aeration product line)
- Signifier Medical (marketing, reimbursement, B2B and DTC product launch for sleep apnea device)
- Invent Medical (sales and marketing, global launch strategies and capital raise)

SEQUAL TECHNOLOGIES, San Diego, California • 6/2007 to 9/2011

Manufacturer of oxygen delivery devices for homes, hospitals, military, and industrial applications.

CEO

Led all operational functions including P&L, forecasting, financial planning, budgets, sales, marketing, engineering, and human resources, business positioning, restructuring efforts, and \$60+ sale of business. Spearheaded marketing and business development efforts and prospected for increased networks and engagement. Advanced, executed and assessed strategic plan. Improved and applied policies and procedures refining overall operation and efficiency through restructuring and process implementation while increasing profit margins by 18% and increasing Year Over Year in shareholder value. Anticipated business progression and potential pitfalls recommended and enforced company initiatives and liaised with clients and internal staff on business development projects. Devised innovative global sales and marketing strategies.

Achievements:

- Ranked in top 100 Fastest Growing Privately Held Companies in San Diego for 2007 – 2010.
- Acknowledged as San Diego's top technologies companies in 2011 associated with NASA.
- Doubled returns in less than 3 years by launching 10+ products through global sales markets initiatives.

RESMED INC, San Diego, California • 4/2000 to 6/2007

Manufacturer of sleep-disordered breathing devices CPAP, masks, and ventilation products.

Senior VP Strategic Marketing

Established and executed long-term strategic marketing strategies, as well as, short-term plans that enhanced sales, profits, and accomplished business goals. Built and led efficient teams in all aspects of marketing including product development and launches, branding, clinical trials and pilot studies, pricing, ROI, channel expansion, FDA reviews, and globalization of products. Led new product development strategy based on consumer centric understanding and industry developments. Formed new department for reimbursement and government affairs. Increased margins, client base and loyalty through application of innovative customer loyalty program, growing brand and consistently exceeding goals.

Achievements:

- Boosted sales from \$80M to \$320M in five years by launching 4 programs and 11 products.
- Expanded product and program offerings by working with sales to drive profitability by 25% per year.
- Propelled yearly profitability by 25% through collaboration with sales team on expansion of product and program offerings.

CAREER NOTES: Additional experience includes role as Global Vice President of Marketing, THERMO MEDICAL GROUP (DIVISION OF THERMO ELECTRON), Senior Product Marketing Manager with Nellcor Puritan Bennett, GM with Total Sleep Diagnostics Inc, Interim CEO with REKA Health, CEO at InnoMed Technologies, CEO for North America, Nitetronic Inc, and Interim CEO at iTel Corporation. Details available upon request.

EDUCATION

Bachelor Business Administration – Baker University – Baldwin, Kansas

CERTIFICATIONS / PROFESSIONAL DEVELOPMENT

Certified Respiratory Therapy Technician / CRTT • Clinical Research Coordinator
Registered Emergency Medical Technician (EMT)

AWARDS

1989 Nellcor Puritan Bennett Presidents Club
2004 Home Care Person of the Year
2005 ResMed Presidents Club
2011 Top Tech Executive of the Year

PROFESSIONAL ORGANIZATIONS / AFFILIATIONS

NAMDRC • AHA • AARC
Board of Directors – Invent Medical Technologies 2016-present
Board of Directors – Sleep Safe Drivers 2011-present
Board of Directors – California Sleep Disorder Centers 2009-present
Board of Directors – SeQual Technologies 2008 – 2011
Board of Directors – Sleep Quest Inc. 2005 – 2007