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## What Kind of a Company Do You (Want To) Work For?

March 2, 2011

Emerging Enterprise Center at Foley Hoag

### ■ Program Description

A discerning look at careers in the medical device—and related biotech and pharmaceutical industries—is compelling. Massachusetts is home to the second largest concentration of medical device development and manufacturing in the nation, with 200 companies and 21,000 employees, making it one of the Bay State's most vibrant industries. Nothing is more fundamental to building your successful life sciences career than selecting the right kind of company for you. This presentation will examine the "core" model of medical device companies to give you the opportunity to examine the model attractive to you. Join guest investors and business leaders as they dissect existing company models: the traditional model, the virtual model and an attractive model alternative and tell us how you can bring innovation today and in the future in these businesses. Our presenters will interact with the audience to explore the best possible understandings of our growing industry and the opportunities that fit your future.

### ■ Moderator

**Dan Allred**, Senior Relationship Manager, Silicon Valley Bank

### ■ Panelists

**Geoff Pardo**, CEO, Facet Solutions / Partner, Spray Ventures

**Mel Prenovitz**, CEO, EndoSphere Surgical Inc.

**Chris Palatucci**, Founder, Palatucci Executive Search

### ■ Event Champions

**Richard O'Brien**, Founder, Nagog Hill Partners

**Hank Allard**, Account Representative, NC Sales

### ■ Agenda

5:30	Registration, informal networking, buffet dinner
6:00	MDG announcements
6:15	Opening comments by moderator and introduction of speakers
6:30	Panelist presentations
7:15	Panel discussion/Q&A
8:00	Continued networking and dessert

### ■ MDG Mission

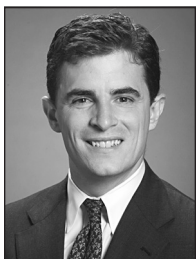
MDG's Mission is to contribute to the continuing development of medical devices and other medical technologies by enhancing the professional development of its members, fostering and supporting entrepreneurial thinking, serving as a forum for exploration of new business opportunities and promoting best practices in enterprise management.

## ■ Biographies



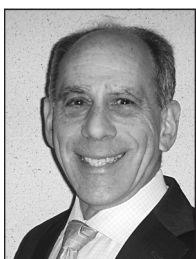
**Dan Allred**

**Dan Allred** is a senior relationship manager with Silicon Valley Bank, where he manages SVB's early-stage efforts in New England, including banking and lending to early-stage venture-backed start-ups. He also works closely with SVB's emerging technologies banking practice in New England which is comprised of hundreds of pre-funded technology start-ups. Prior to moving to Boston in 2007, Mr. Allred led SVB's business development efforts in Research Triangle, N.C., where he tripled that office's profitability and earning assets. He was vice president of the Council for Entrepreneurial Development in Research Triangle Park, N.C. prior to joining SVB. Mr. Allred currently serves on the board of directors of the SVB Foundation, which makes grants to community organizations. He is also board member and treasurer for The Capital Network, a resource for New England entrepreneurs seeking early-stage financing. He also serves on the Young Leadership Committee for the Museum of Science in Boston. Mr. Allred is a graduate of the University of North Carolina at Chapel Hill, where he was a Johnston Scholar and Phi Beta Kappa.



**Geoff Pardo**

**Geoff Pardo** has over 16 years of operating and venture experience. He started his career with Arthur D. Little working primarily with companies in Latin America on privatization, operations planning and strategy development. He subsequently joined Synthes USA as a product manager and led the market introduction of a bone graft substitute which was named Synthes' impact product of the year in 1999. Prior to joining Spray Ventures, Mr. Pardo worked at Cardinal Partners where he led their investing activity in the medical device sector. He was responsible for sourcing and managing investments in Replication Medical and CardioOptics. Presently, Mr. Pardo is president & CEO of Facet Solutions and serves on the board of directors for TearScience, Solace Therapeutics, Cascade Ophthalmics and Facet Solutions. He has a B.A. from Brown University and an MBA from the Wharton School of Business.



**Mel Prenovitz**

**Mel Prenovitz** is a seasoned business advisor with a long career in entrepreneurial ventures. In 2009 he founded EndoSphere Surgical, Inc., in partnership with an endoscope manufacturer to develop a patented imaging system for laparoscopic surgery. Previously, he was a founding principal of The Incus Group, providing interim management and consulting services to industries, personally focusing in several startups within the healthcare and medical device industries. Mr. Prenovitz has served as interim CEO for start-up companies building the management team, establishing a strong industry presence and delivering on shareholder value. He has been on both sides of merger and acquisition activities. Mr. Prenovitz was the founder of MP Video, a manufacturer/distributor of video, optical, and electromechanical instrumentation. Mr. Prenovitz received a BSBA from Babson College and completed graduate certificate programs at Babson's Executive Education Program. He is on the executive board of the New England Israel Business Council (NEIBC), former program chair of MDG and involved in a variety of professional and community organizations.



**Christopher Palatucci**

**Christopher Palatucci, PhD**, is the founder of Palatucci Executive Search, LLC, a rapidly growing executive search firm focused on C-level assignments in the life sciences and 'bio-related' cleantech industries. He has successfully concluded senior search assignments for companies ranging from those in the portfolios of leading venture capital firms to major, public, multi-national organizations. Previously he was the life sciences practice leader at Polachi, a leading executive search firm, and successfully built the new practice area. Earlier in his career he held senior management roles at Interleukin Genetics, Inc. and the Athena Diagnostics division of Elan Pharmaceuticals. Dr. Palatucci's early professional career focused on strategic analyses on a wide range of therapeutic and other products in multiple disease areas for biotechnology and pharmaceutical clients at Kendall Strategies/Feinstein Partners. He received his undergraduate degree from the University of Rochester and his PhD in neuroscience at Clark University.

### Safety Assurance Cases & Security for Medical Devices

*A special MDG course for specialists responsible for software controlled medical devices*

This in-depth course, first of its kind, is being offered exclusively through MedDev Group. Registration is strictly limited to 30 students, so make sure to register early!

June 1, 2 & 3: 8:30 a.m. – 5:30 p.m.  
The Conference Center at Waltham Woods  
(Massachusetts Medical Society)

#### MDG members can save twice!

Special early-bird discounts (by May 4)  
Special discount for MDG members

For more information:  
Brian Shoemaker  
bshoemaker@meddevgroup.org

### MDG Marketing Volunteers Needed

**Increase your visibility within MDG by  
volunteering for one of these roles:**

- Online Calendar Master
- Web Site Content Manager
- Photographer
- PR Manager

*For more information contact  
Judy Isaacson at [jisaacson@meddevgroup.org](mailto:jisaacson@meddevgroup.org)*

# MDG Member News

News You Can Use

## ■ New Members

Med Dev Group welcomes the new members who have joined since the January 2011 Forum:

Bob Baker	Frank Harrington	Marilyn Lapidus	Steve Schoenberger
Steve Blacker	Tanya Kanigan	Jim Martin	Peter Stokes
Julie Carignan	Richard Kramss	Matt Mulroney	Vincent Valvo
James Chelini	Christopher Lafarge	Steven Nagle	
Laura Davis	Deborah Lakin	Ed Schneeflock	

In addition, we welcome back those who are returning to MDG:

Laura Appleton	Michael Fahey	Jeff Sprung	Peter Vegeto
Mark Bonifacio	John Gilbert	Phyllis Swartz	
John Carlton-foss	Jack Lacava	Jeffrey Thumm	

## ■ Did You Know?

- ▶ That you can send an email directly to another MDG member through the online directory? If you locate another member through a search of the database, you'll see several links above the results list – the one labeled "Contact" will open an email page where you enter your message to that person. What you send needs to be approved by an administrator – the database is not for "broadcasting" to the entire MDG membership.
- ▶ That there are now pages where you can share messages and files with other members of the committee or SIG that you belong to?
  - Log in to the system, click the "My Profile" link near the top of the page, and click the "My Committees" tab above your profile.
  - If you want to receive messages when other members post something, you need to enable messages (make sure the email address in your profile is correct!)

## ■ Stay Connected with MDG

You can stay connected with MDG on LinkedIn or twitter.



- ▶ MDG - Medical Software Special Interest Group
- ▶ Medical Development Group
- ▶ MDG – Product Development & Manufacturing Outsource – SIG
- ▶ MDG Marketing & Sales Special Interest Group



- ▶ [twitter.com/MedDevGroup](https://twitter.com/MedDevGroup)

## ■ MDG Alliances: A Valuable Resource

This special benefit is only for MDG members. If you are not already an MDG member, this is another valuable reason to join MDG. If you are an MDG member, this member benefit will broaden your horizons and save you money. (You can obtain an MDG membership card as proof of your membership by going to the MEMBERS LOGIN tab and clicking on Membership Card in the grey column on the left.) You will also be supporting the efforts of our alliance partners who work hard to bring valuable programs to the community.

### Current MDG Alliance Partners

128 Innovation Capital Group (128 ICG)	MIT Enterprise Forum
Babson Life Sciences Club	New Hampshire High Tech Council
BEACON (The Biomedical Engineering Alliance and Consortium)	North Shore Technology Council
C-NET Boston (Boston Consultants Network)	SNEEF (Southern New England Entrepreneurs Forum)
E-NET Boston (IEEE Entrepreneurs Network)	The Capital Network (TCN)
Merrimack Valley Venture Forum (MVVF)	WPI Venture Forum

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**■ MDG Officers, 2010-2011****President**

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**Secretary**

Dick O'Brien  
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**Treasurer**

Sulo Musyaju  
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**■ MDG Board of Directors, 2010-2011**

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**■ MDG Committee Chairs, 2010-2011****Alliances**

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**■ MDG SIG Chairs, 2010-2011****Entrepreneurial**

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**■ MDG Volunteers, 2010-2011**

Sherry Alpert, MDG Member News  
Heinz Bachmann, Operations  
Joe Civiello, Sponsorships  
Roy Coleman, Programming Coordinator  
Eric Cunningham, Membership  
Bruce Horwitz, Internet Support  
Cathy Lai, Membership Analytics

Craig Lazinsky, Marketing/PR  
Bill Munger, Programming Liaison  
Peter Novello, Membership  
Maria Shonyo, MDG Conference List  
Charlie Sweet, Operations  
Peter Vegeto, Membership  
Jim Vellenga, Operations

**MDG runs on volunteers. If you would like to get involved, email the committee chairperson above.**