

Joaquin Azpilicueta Ferrer

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PROFILE

Dr Joaquin Azpilicueta, MD, Cardiologist, MBA, Certified Member of the Board, has worked for more than 20 years in the medical device sector. He is a dynamic international executive experienced in market and business development and in leading successful sales and clinical teams. Capable of analyzing and exploiting business opportunities through strong strategy, customer focus and execution skills, he is a strong motivator and change agent. He is a proven team player and skilled communicator with a track record of leading multinational and multifunctional organizations to outstanding results.

PROFESSIONAL EXPERIENCE

November 2016 to present EP Solutions SA

EP Solutions SA, Yverdon-les-Bains, Switzerland (noninvasive cardiac electrophysiology mapping)

CEO.

Consolidated a diverse team of mathematicians, bioengineers, SW engineers and clinicians in Switzerland. Redefined the strategic vision of the company in 3 key areas: market positioning, clinical development and technologic development. Created a Clinical Advisory Board and a Mathematics Advisory Board with worldwide recognized authorities working in a cohesive and highly engaged. These 2 groups of advisors yielded key directives to define the abovementioned 3 critical strategic areas. Achieved a non-dilutive capital increase from the shareholder base to ensure the viability of the growth phase moving into the break even and initiated 3 viable strategic alliances with diverse corporations that have a high likelihood of success into co-development projects or exit.

April 2012-October 2016 Haemonetics Inc.

Haemonetics Inc. Signy Centre, Switzerland.

March 2015 to October 2016: Vice-President EMEA TEG and Diagnostics. Medical Director EMEA

Responsible for the market development and commercialization of Thromboelastography® (TEG®) and Diagnostics in Europe, Russia-CIS-CEE, Middle East and Africa (EMEA). As Medical Director, designed and developed a systematic selection of KOLs to build an advisory board managed with best ethical and operational practices. The member's selection was based on a solid and balanced set of metrics on influence, advocacy and peer esteem to fill a predefined diverse skill matrix that met the market development needs.

April 2012 to February 2015: Vice-President EMEA and LATAM Distribution Countries. Medical Director Europe International

Responsible for the company's commercial operations in the distribution countries of Europe, Middle East, Africa and Latin America. Dotted line responsibility over the clinical and scientific development activities including clinical advisory board chairing, scientific development advise, medical education and KOL development. Overachieved the financial targets in the first year delivering the highest growth in Europe International both in revenue and operating income. The 3 last years CAGR achieved is 22% in Revenue and 25% in Operating income

December 2011-April 2012 Haemonetics Inc.

Interim management assignment for Latin America

Haemonetics Inc. Signy Centre, Switzerland.

Responsible for the company's commercial operations in Latin America

January 2011-June 2011 Gambro Inc.

Vice-President Iberia

Gambro Lundia Barcelona

Responsible for the company's commercial operations in Spain and Portugal.

March 2008 – January 2011 Welch Allyn Inc.

Sr. Vice-President Europe, Middle East, Africa and Latin America

Welch Allyn, Navan, Co Meath, Republic of Ireland

Responsible for the company's commercial operations in seven direct affiliates covering 130 distributors. He focused on brand expansion in the territories through country analysis and selective investments building operational excellence, organization development, profitable growth and customer satisfaction.

- Defined and presented during the first 90 days 26 projects to develop precise plans for the aforementioned focus points. Eighteen of these projects were executed.
- One of the major tasks was to align the distributors' network with special focus on the Middle East, Southern and Eastern Europe.
- During 2008 and 2009 presented a project to acquire the master Latin American distributor that was successfully executed and resulted in the creation of a new high growth, profitable and dependable region.
- During 2009 reorganized EMEA as part of a corporate plan to reduce the work force that resulted in a de-layered organization with a leaner and more effective leadership team.
- Achieved 3% revenue sales during a major recessionary period and grew profit 13% in 2009

Nov 1996 – March 2008 MEDTRONIC Inc.

Senior Director Latin America (since 2005)

Medtronic Latin American Operations, Miami, Florida, USA

- Managed the seven Medtronic businesses in Latin America within four affiliates, 94 distributors and a team of 170 persons.
- Achieved a CAGR of 25% in sales and 27% in EBIT.

European Business Director Gastroenterology and Urology (2003 - 2005)

Medtronic Europe, Tolochenaz, Switzerland

Responsible for this new Medtronic division in the Western European countries.

- The sales growth was 21% and the EBIT was triplicate.
- Team of 80 people.

Country General Manager (1999 - 2003)

Medtronic, Lisbon, Portugal

Responsible for the recruitment of the whole direct sales and administrative structure ending the relationship with a distributor. Opened a direct affiliate, built the appropriate structure and integrated the new acquired Medtronic business.

- During four-year period the operation grew from \$1.5 million to \$16 million.
- Team of 35 people at the end of the fourth year.
- Two-time winner of the Medtronic President Club Award (2001 & 2002).

Business Manager Cardiac Surgery (1996 - 1999)

Medtronic, Madrid, Spain

Responsible for four lines of products: heart valves, perfusion, cardiac surgery cannulae and blood management.

- Consolidated the team and met the company's objectives after the failure of a major product.

1988 - 1996 HEWLETT-PACKARD

Product Specialist Cardiology (1988 - 1996)

Hewlett Packard, Medical Products Group, Madrid, Spain

Marketing and sales responsibility for the cardiac ultrasound business.

1984 - 1988 Senior Consultant Cardiologist

Centro Sanitario Virgen del Pilar, San Sebastian, Spain

1979 - 1984 Cardiology Resident

Clinica Universita de Navarra, Pamplona, Spain.

BOARD MEMBERSHIPS

2008 - 2011 Investor and board member of MediBANK International Inc. (Dallas, Texas), a startup company devoted to personal electronic medical record development and commercialization

DIPLOMA

2011 Certified Member of the Board - Instituto de Consejeros y Administradores, Madrid, Spain

1992 MBA - Instituto de Empresa, Madrid, Spain

1984 Cardiologist - Clinica Universitaria de Navarra, Pamplona, Spain.

1979 Medical Doctor - Universidad de Navarra, Pamplona, Spain

LANGUAGES

Spanish Mother tongue

English Fluent

French Fluent

Portuguese Fluent

Italian Basic level

ASSOCIATIONS

FENIN Active member of the Spanish Medical Devices Association (1996 –1999)

INFARMED Active member of the Portuguese Medical Devices Association (1999 -2003)

2005-2008 Member of the Latin American Forum of the Florida International University

Since 1984 Member of the Sociedad Española de Cardiología and European Society of Cardiology

PERSONAL

Nationality Spanish. Personal interests: Classical guitar, photography, spear fishing