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MedTech Talent Recruitment & Business Advisory

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[lifeblood.com](http://lifeblood.com)

# Who We Are



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# What We Do

as a talent recruitment firm  
capable of more...



## Talent Acquisition

We build full-scale teams by hiring for all positions within a MedTech organization, from board members and C-level executives to entry-level contributors. Our expertise ensures you have the right people to drive your success.



## Business Advisory

Our tailored advisory services provide strategic business guidance, corporate development, fundraising support, enterprise valuation, and marketing strategies designed specifically for MedTech companies.



## Legal Counsel

Through our close partnership with Goodwin Procter LLP, we enable navigation of regulatory requirements and protection of innovations with comprehensive legal support, ensuring compliance and safeguarding of intellectual property.



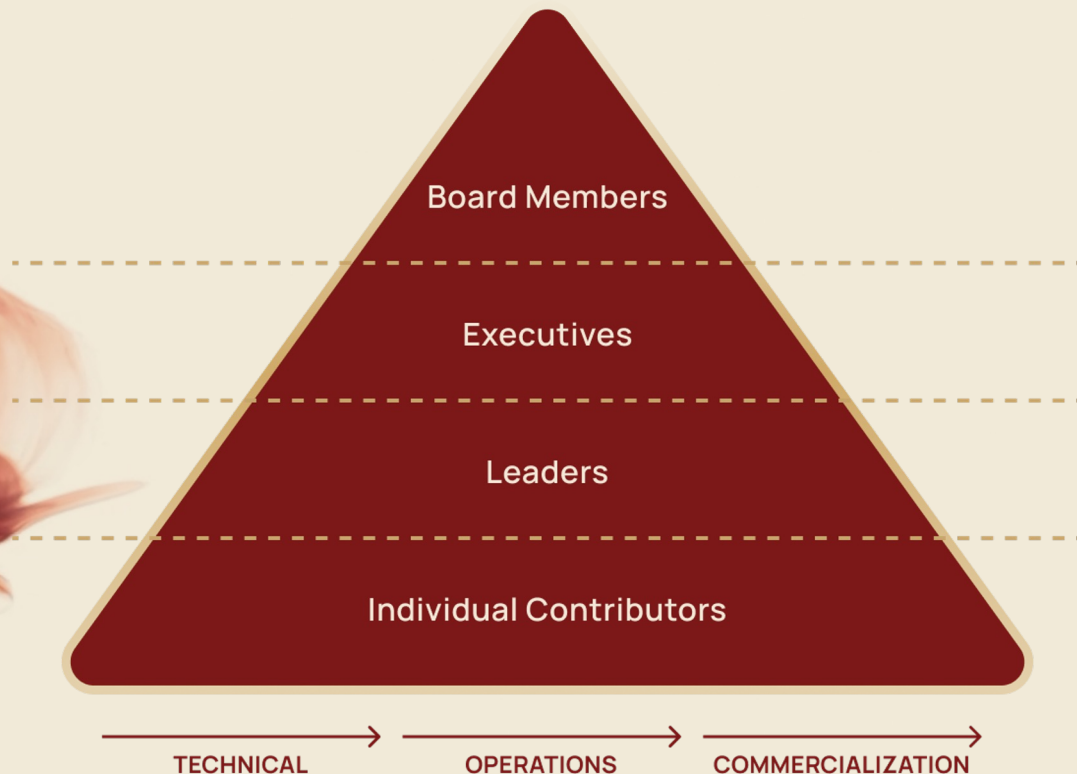
## Community Building

Our community initiatives foster connections among MedTech professionals through our podcast, networking opportunities, and exclusive events. We provide platforms for knowledge sharing, collaboration, and growth.

# Hiring for all functions and all levels.

For MedTech startups, SMEs, and solution providers, we recruit board members and teams from C-level to entry-level and from R&D through commercialization.

Our philosophy is to be a centralized partner that understands the culture and talent needs of each organization we support.





# Talent functions we consistently recruit

Yet not limited to...



Board of Directors

CEO

C-Suite

Business & Corporate  
Development

Market Access &  
Reimbursement

Marketing

Commercialization

Medical & Scientific Affairs

Sales

Regulatory

Quality

Clinical

Legal

Finance

Health Economics

Product Management

Project Management

Manufacturing &  
Supply Chain

Operations

R&D

Engineering

# How We Do It













With 15 years of building and maintaining a MedTech network, in addition to our operational tools to manage and grow our contacts, we deliver a process that enables educated decisions and optimal hires.



The cost of making poor hiring decisions is where our value proposition begins. We have built our reputation by delivering hires that make the difference using our data-driven talent acquisition process.

# Case Studies [\(see our portfolio\)](#)



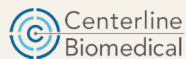
<b>20+ Positions</b>		Vascular	 Southern California	Ongoing recruitment partnership to hire various levels of positions for multi-disciplinary teams.
<b>10+ Positions</b>		Women's Health	 Bay Area	Ongoing recruitment partnership hiring positions in clinical, quality, and sales operations.
<b>5+ Positions</b>		Cardiovascular	 Minneapolis	Engaged to recruit R&D, Quality, Operations, and Medical Affairs leaders
<b>Technical Team Building</b>		Minimally Invasive Surgery (MIS)	 Colorado	Hired to recruit multiple engineering and R&D positions
<b>Global Team Building†</b>		Neuromodulation	 Global	Hired to recruit commercial and medical leaders throughout Europe, UK, and Australia.
<b>VC Portfolio</b>		Multiple companies	 France	Partnered with Truffle Capital for numerous portfolio startups to recruit multiple CEOs, executives, and individual contributors.

*†Case study of service performed by Lifeblood leadership at prior firm*

# Case Studies [\(see our portfolio\)](#)



## Independent Board Member



Endovascular Navigation

📍 Ohio

Partnered with Cleveland Clinic to onboard a seasoned MedTech executive to support fundraising and corporate governance.

## Chief Executive Officer



Heart Failure

📍 Arizona

Partnered with the board of directors to replace the interim CEO.

## First Regulatory Hire†



Hypertension

📍 Boston

Engaged to recruit top regulatory talent to bring an innovative product through 510(k) and NDA clearance

## First U.S. Hire for European Startup



Percutaneous Vessel Closure

📍 Ireland

Hired to recruit the first employee in the U.S. to lead and support FDA regulatory affairs.

## First U.S. Hire for Israeli Startup†



Transcatheter Heart Valves

📍 Israel

Hired to recruit the first employee in the U.S. to lead and support FDA pivotal clinical trial.

## First U.S. Hire for Singaporean Startup



Maternal Care

📍 Singapore

Partnered with the founder and CEO to hire a CEO based in the U.S. to lead U.S. commercial strategies.

†Case study of service performed by Lifeblood leadership at prior firm



# Testimonials: Talent Recruitment



"Inari has been fortunate to experience rapid growth, which brings about the need to hire top talent quickly in order to meet these growth demands. This is a good problem to have and Lifeblood has been a strong strategic partner to help us solve this problem leveraging their vast global network and depth of expertise in the MedTech industry. Our long-lasting positive relationship has been fueled by Lifeblood's robust process, knowledge, and intuition helping us hire high-performing talent very quickly in the Clinical and Regulatory functions."

**Keith Hebert**

Senior Director, Regulatory  
Affairs at Inari Medical



"Finding the right growth partner to support our team's expansion and diversification during our early days and over the years to come is not an easy task. It is both about execution and cultural fit. We retained Lifeblood on numerous hiring needs, with a focus on diversity, to grow our women's health company. The outcome of our business partnership has been successful, and we enjoy the relationship that we have built to this day. I recommend Lifeblood for women's health technology companies who need to build diverse teams."

**Tracy MacNeal**

CEO at Materna Medical



"We retained Lifeblood to conduct a recruitment process for an Independent Board Director, which was both a successful and highly educational process. Lifeblood's quality and speed of service, and their attention to communication and details throughout the process is their differentiator in addition to their extensive executive network. I would recommend Lifeblood to MedTech companies who are in need of Independent Board Directors."

**Gulam Khan**

CEO at Centerline Biomedical



# Testimonials: Talent Recruitment



"We needed a commercialization leader with a specific combination of skills and experience not necessarily from our field. We retained Lifeblood to expand and drive this search with high expectations. The outcome was a streamlined, expedited, and thorough delivery of relevant candidates that enabled our educated decision to make 'the right' hire. Both the Board of Directors and the executive team were impressed by Lifeblood's ability to deliver above and beyond. I would recommend Lifeblood to companies that value a good process that delivers outcomes."

**Mark Lehmkuhle**  
CEO at Epitel



"We had a hyper-specific need for a strategic marketing executive that would make the difference in our company's industry positioning. We partnered with Lifeblood, who executed the search and hiring process efficiently and ahead of our timeline. Lifeblood's commitment to the MedTech industry and their quality of service makes them a recommended resource for companies with strategic hiring needs."

**Lucy O'Keeffe**  
CEO at CroiValve



"We were in need of a designer with a unique background blending industrial design and human factors. After exhausting our own talent networks, we engaged Lifeblood given their reputation for recruitment in the MedTech industry. They delivered exceptional candidates and an educational process that led to a successful hire. We recommend Lifeblood to MedTech solution providers who are expanding their teams."

**Brian Murphy**  
VP of People at Key Tech



# Business Advisory



At Lifeblood, our advisory services provide MedTech companies with expert guidance and support throughout their business journey. We collaborate closely with our clients to deliver strategic insights that drive success.

## Strategy

Comprehensive management consulting services focusing on strategy and execution, business models, value propositions, and key performance indicators (KPIs).

- Strategy Formulation
- Business Model and Roadmap Development
- Value Proposition Creation
- KPI Definitions and performance measurement systems
- Positioning and Pitch Deck Optimization

## Finance

Access to capital is crucial for MedTech innovation and growth. Our financial advisory services include tailored financial analysis, corporate planning, enterprise valuation, and fundraising strategies to help you navigate the complexities of finance and funding.

- Business Plan and Financial Projections
- Financial Metrics and KPI Analysis
- Enterprise and Pre-Money Valuation
- Fundraising Strategies
- Sensitivity Analysis
- Scenario Simulations

## Commercialization

Strategic marketing and sales services to effectively position products, reach target audiences and commercial partners, and drive revenue growth.

- Go-to-Market Strategies and Execution
- Communications
- Marketing Roadmaps
- Market Potential Analysis
- Lead Generation
- Global Commercial Channel Strategy Development and Execution
- Storytelling and Marketing Collateral Optimization

# Testimonials: Business Advisory



"Lifeblood's advisory team played a key role in SymPhysis Medical's enterprise valuation and negotiation support. Their expert advice and personalized approach enabled us to develop robust financial models, assumptions, and various scenarios with sensitivity analyses. This helped us better understand how to engage with strategic counterparts and their valuation perspectives. MedTech companies seeking financial guidance to better prepare for negotiations, whether for equity rounds or M&A, will greatly benefit from Lifeblood's services."

**Tim Jones**

Co-founder and CEO at SymPhysis



"Lifeblood's Advisory division has proved consistently outstanding – delivering insight on financial and business strategy, investor segmentation, and outreach. They learnt and adapted quickly, enabling them to provide guidance as though part of the internal team. With strong sector-specific knowledge and networks, coupled with hands-on entrepreneurial experience, their offering is a unique and indispensable resource for start-ups in the MedTech space."

**Umaima Malik Ahmad**

CEO & Co-Founder at 52North



"The commercialization expertise of Lifeblood proved invaluable in helping our company enter a highly competitive market. Their professionalism, knowledge of the healthcare space, and management of the project from A to Z were instrumental in developing and implementing a successful market entry business model."

**Nicolas Stephanou**

Head of Genetics at Unilabs



# Legal services through our strategic partner

Our legal partner, Goodwin Procter LLP, provides comprehensive legal services tailored to the unique needs of MedTech companies throughout their lifecycle, i.e. from company formation through exit. Our collaboration ensures that you receive expert legal guidance directly from the head of Goodwin's MedTech practice, Martin Gomez, to navigate regulatory requirements, protect intellectual property, and support your growth in the U.S. market starting at the very earliest stages of your MedTech startup.



**GOODWIN**



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## Intellectual Property Protection

Protecting your innovations is essential for maintaining a competitive edge. Goodwin's experts offer unmatched counsel in patent prosecution, portfolio management, and IP litigation, ensuring your intellectual property is secure and strategically managed.

## U.S. Market Entry

Establishing a presence in the U.S. is a crucial step for many MedTech companies. Goodwin's legal team helps you navigate the complexities of setting up a U.S. subsidiary and understanding the legal, tax, and administrative considerations involved.

## Regulatory Compliance and Risk Management

Ensuring compliance with regulatory standards is critical for MedTech companies. Goodwin's experienced FDA lawyers provide strategic counseling for the entire product lifecycle, helping you meet regulatory requirements and achieve your business goals.

## Fundraising, M&A, and Corporate Governance

Managing corporate transactions and governance requires guidance on equity incentives, executive compensation, and regulatory compliance. Goodwin's experienced lawyers offer strategic advice to ensure smooth transitions and safeguard your company's growth.



# Building Community for MedTech



Intimate Networking Events



Podcasts & Media



Global Conferences





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Visit our website for more:

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