MDG September Networking Meeting

*Transitioning Into & Within The Medical Device Field*

- **Our Panel Will Describe Their Successful Transitions**
- **One-On-One Networking Exercises To Enhance Your Skills**

*Join Us At This Popular Annual Networking Event & Get Your Career Transition Questions Answered*

**Tuesday, September 23 • 5:30 – 8:30 PM**

Constant Contact Headquarters, Waltham, MA

**Program Description**

Have you thought about entering the medical device industry? Are you now working in the industry and have considered moving to another company—or using your skills in an entirely new area? The medical device industry is ripe with opportunities for people who want to help bring new medical products to market. It is a diverse industry that develops and manufactures devices to diagnose or treat the spectrum of diseases and afflictions. Companies range in size from small start-ups to large corporations.

Join us for an inspiring evening to discuss transitions: both into and within this exciting industry. Our panel of industry veterans will talk about their varied experiences with transitions and provide insights to help you in your career. This session is designed for those looking to enter the medical device industry as well as medical device veterans. Historically, this is the most well-attended MDG networking event of the year, so register early.

**Panelists**

- **Barbara Finer**, Founder/CEO at TechSandBox, Inc.
- **Alan Gonsenhauser**, Principal and Managing Partner, Demand Revenue
- **Peter Fuchs**, Finance Executive & MDG Treasurer
- **John O’Gara**, R&D Project Manager at Hologic Corporation

**Moderator**

Lisa Sasso, MBA, CPCC, ACC, *Executive Coach*

**Agenda**

5:30 - 6:15 Registration, Networking, Dinner  
6:15 - 6:30 Announcements and Introductions  
6:30 - 7:00 Panel Presentation  
7:00 - 7:15 Q & A  
7:15 - 8:15 Structured Networking Exercise  
8:15 - 8:30 Continued Networking

**Cost:** $25 for members/nonmembers, $10 for students (Includes light meal)

**Location** *(free parking)*  
Constant Contact Headquarters  
1601 Trapelo Road, Waltham, MA. Use Exit 28B from route 128/I-95, Main building “Under The Clock” (3rd Fl). If stairway challenged, enter garage below main entrance, take elevator to 3rd floor.

**MDG FALL 2014 SCHEDULE** *(ALL EVENTS AT CONSTANT CONTACT)*

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<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Time</th>
<th>Location</th>
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<tbody>
<tr>
<td>Wed Sep 10</td>
<td>Forum (5:30 - 8 PM) Bringing Bionics to Life</td>
<td>REGISTRATION OPEN</td>
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<tr>
<td>Tues Sep 23</td>
<td>Networking (5:30-8 PM) (Rescheduled from Aug 6)</td>
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<td>Wed Oct 1</td>
<td>Forum (5:30 - 8 PM) Intellectual Property Approaches To Safeguard Value</td>
<td>REGISTRATION OPEN</td>
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<td>Wed Oct 22</td>
<td>Entrepreneur &amp; Clinical SIG (5:30 - 8 PM)</td>
<td>REGISTRATION OPEN</td>
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<td>Thurs Oct 30</td>
<td>Joint MDG-FDA Half-Day Seminar (11:30 AM - 5 PM)</td>
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<td>Wed Nov 5</td>
<td>Optical Cancer Detection: 20 years Of Lessons Learned And 20 Years Of Future Promise</td>
<td>[Details &amp; Registration Soon]</td>
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<td>Wed Dec 3</td>
<td>The Radical Transformation of Healthcare: The Rise Of Virtual Care Delivery</td>
<td>[Details &amp; Registration Soon]</td>
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Bios of Panel & Moderator

**Barbara Finer**, *Founder/CEO at TechSandBox, Inc.*, has also founded several technology companies. She has served on the Board of MIT Enterprise Forum, WPI Venture Forum, and Choices Wellness Center and has judged and/or mentored at Ignite/CTO, FIRST, and MassChallenge. Her professional areas of expertise include Marketing, Business Development, Entrepreneurship and Leadership. Barbara can be found teaching Marketing, Business and Entrepreneurship at local colleges. She holds a BS from Northeastern University and a MSA in Management of Innovation and Technology from Boston University.

**Alan Gonsenhauser**, Principal and Managing Partner, Demand Revenue. Mr. Gonsenhauser, a global healthcare marketing and business development executive, has served as Chief Marketing Officer and General Manager for divisions of leading B2B2C (business-to-business-to-consumer) firms across the healthcare ecosystem, including medical/dental devices, healthcare technologies, insurance and services. He also has expert witness and deposition experience in major healthcare litigation.

**Peter Fuchs**, *Finance Executive and MDG Treasurer*. Formerly the Director of Finance, International, for Smith & Nephew, his previous experience includes senior global financial positions with Conagra Foods, Gateway Computers and the Swatch group in Hong Kong. He began his career as a CPA with Price Waterhouse. Mr. Fuchs has demonstrated expertise in budgeting, forecasting, turnarounds and acquisitions in fast growing entrepreneurial environments. Mr. Fuchs received an MBA from UCLA and a BS in economics with Lehigh University.

**John O’Gara**, *R&D project manager at Hologic Corporation in Marlborough, MA*, where he manages new product development projects for women's health. Previously, John was an R&D scientist and group manager at Boston Scientific where he developed medical device implants for peripheral vascular and gastroenterology therapies. Before transitioning into the medical device industry, John spent 14 years in R&D at Waters Corporation where he developed purification products that provide solutions to the healthcare, pharmaceutical, chemical, and biotech industries. He is a coauthor on 16 publications and is an inventor on 30 patents. John holds a Ph.D. in organic chemistry from the University of Pennsylvania.

**Lisa Sasso**, MBA, CPCC, ACC (Moderator), *Executive Coach*. Lisa is a past president of MDG and currently serves on its board. She is also President/Executive Coach at Medical Development Partners, Inc. (2005-present) and Past Co-Founder, CEO/President of Radi Medical Systems, Inc. (1998-2004). As an executive coach, Lisa Sasso empowers aspiring leaders and executives in the medical device /healthcare field on setting & achieving personal and professional goals, maintaining work/life balance, and ultimately reaching their greatest potential. She received a BBA in marketing and a BA in economics from the University of Massachusetts. Her MBA is from Bentley University where she graduated with honors.

Bios of Co-Champions

**Joe Berkowitz**, *Senior Business Development Executive*, Insperity
Joe is Networking Co-Chair at Program Central for MDG. At Insperity, he is a senior sales executive who has grown revenue by increasing sales to both new and existing customers. Joe is entrepreneurial with broad experience in food and beverage service, medical devices, entertainment, transportation and construction. In his professional experience he has served in roles ranging from general management to ownership.

**Michael Mills**, *Certified Professional Business Coach* with the firm, Business Coaches and Associates. Michael is also Networking Co-Chair at Program Central for MDG. Michael began his career in finance with the Melville Corporation and transitioned his work to Stride Rite Corporation, during which he earned his MBA from Babson College and worked in operations of Stride Rite's largest division. Since leaving Stride Rite, Michael successfully worked to start and grow a company to $30M in four years and, most recently, Michael was Vice President of Operations for a privately held company responsible for most areas of the business to include: strategic direction, warehousing and distribution, manufacturing and logistics, IT, HR and sales support.

Register at MDGBoston.Org