

JEFFREY R. BENNETT

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SUMMARY

Highly motivated, results-driven strategic marketing leader with over twenty years of proven accomplishments in medical device organizations. Consistently given positions of increasing responsibility to manage people and projects within complex businesses. Motivational leader with expertise in team development and ability to manage change within organizations. Outstanding interpersonal, leadership, communication and business planning skills.

PROFESSIONAL EXPERIENCE

IMRIS, Minnetonka, Minnesota **2017-Present**

Director of Marketing

Responsible for leading marketing communications, product management, meetings/events/tradeshows and PR teams. Developed strategic business plans and managed product portfolio for large dollar capital equipment product line.

- Built new marketing team which consists of three current employees.
- Launched new corporate brand.
- Partnered with external agencies to develop and execute PR and social media campaign.
- Supported product development projects and participated in project reviews.
- Budgetary management of all assigned marketing resources to meet annual company plan.

Boston Scientific, Minnetonka, Minnesota **2012-2017**

Sr. Group Marketing Manager – Prostate Health

Global responsibility for global product management and market development of Prostate Health division with specific emphasis on laser based therapies to treat benign prostatic hyperplasia (BPH) and urinary stone disease.

- Direct report responsibility to include Product Manager and Market Development Managers.
- Planned and executed the global launch of the results from a clinical trial study.
- Developed and executed comprehensive marketing program to include radio, TV and print advertising.
- Developed and executed multi-phased global launch plan for new product simulator for physician training.
- Lead cross-functional teams in planning and execution of national sales meeting and major medical conferences.
- Won Marketing Excellence award for achievements in 2014.

Boston Scientific, Maple Grove, Minnesota **2004 - 2012**

Group Marketing Manager II – Structural Heart **2011 - 2012**

Responsible for global commercialization of transcatheter aortic valve replacement (TAVR) product that was acquired via a company acquisition. Managed remote Product Manager who was a part of corporate leadership program.

- Led the development of five-year strategic plan for business that did not exist within Boston Scientific.
- Initiated, formed and led multiple global workstreams that will be responsible for global launch of TAVR product.
- Partnered with other companies to co-develop adjacent products to complete Boston Scientific product portfolio.

Group Marketing Manager II - Imaging **2009 – 2011**

Responsible for a team of downstream Product Managers who managed capital equipment and disposable product line for coronary and peripheral intravascular ultrasound imaging.

- Responsible for product line that accounted for over \$200M in global revenue.
- Represented marketing on imaging management board where the responsibilities included defining global strategic plan of imaging business, product portfolio investments and annual budget needs.
- Led efforts on co-marketing and development agreements with other companies.

Group Marketing Manager I - Imaging **2006 – 2009**

Responsible for a team of Product Managers who managed capital equipment and disposable product line for coronary and peripheral intravascular ultrasound imaging.

- Recruited, hired, coached and developed a team of four product managers to include one based in Europe.
- Served as the lead in developing the annual marketing business plan that included full P&L rollups.
- Supported international launch strategies of imaging products.

Senior Product Manager - Imaging

2004 – 2006

Responsible for the upstream and downstream product management of a capital equipment product line for coronary intravascular ultrasound imaging that led to the Interventional Cardiology 2005 Marketing Excellence Award.

- Responsible for the global launch of a new hardware/software platform for intravascular imaging.
- Initiated a market development initiative designed to increase physician proficiency in intravascular imaging techniques.
- Managed M.B.A marketing interns.

Medtronic, Inc., Minneapolis, Minnesota

2000 – 2004

Senior Product Marketing Manager - Neurological

2002 – 2004

Led the global launch planning and execution of a next generation implantable infusion pump for the treatment of chronic pain. Product line represented \$200M revenue for the company.

- Formed and led cross-functional product launch team to determine multi-channel product launch plan.
- Collaborated with sales team on program execution, and generated ways to exceed growth targets.
- Selected as the business unit lead for a business process improvement (BPI) initiative to look at the reduction of infection complications in patients implanted with drug delivery products.

Product Marketing Manager – Neurological

2000 - 2002

Responsible for the global upstream and downstream product management of infusion catheters that were used with implantable infusion pumps.

- Led cross-functional team that was directed to understand root causes of catheter related complications.
- Established multi-disciplinary KOL consensus panel to arrive on implant technique best practices. Outcome of the panel was a peer reviewed journal article.
- Launched new catheter that incorporated design changes that were identified as reducing catheter related complications and improving implant ease-of-use.

Vysis, Inc./Abbott, Downers Grove, Illinois

1994 –2000

Startup biotech company which was a spinoff of Amoco Oil that developed, manufactured and sold genetic disease management products through direct and distributor based sales reps.

Sales/Product Manager

1999 – 2000

Managed the sales and marketing activities of U.S. field sales force which resulted in a 36% sales increase over prior year while at the same time was responsible for the upstream and downstream product management of genomic microarray system.

- Established Vysis as a company within genomic microarray market through multi-channel marketing program.
- Provided management, direction coaching and support to seven experienced U.S. sales representatives.
- Redesigned sales compensation program to provide focus on meeting and exceeding sales revenue projections, maximizing product profit margins and minimizing territory expenses.

Product Manager

1997 - 1999

Managed the upstream and downstream marketing activities of capital equipment product line that consisted of imaging hardware and software, on both PC/Macintosh operating platforms.

- Developed marketing strategies that successfully promoted the market adoption and utilization of company's instrument product line for genetic and pathology imaging applications.
- Successfully developed and executed marketing plans for four major worldwide product launches.
- Worked with R&D to develop strategic product portfolio cadence using a variety of VOC methods.

Senior Sales Specialist, Midwest Region

1994 - 1997

Initially hired as regional Sales Specialist and promoted to Senior Sales Specialist, was responsible for genetic disease management product line sales for cancer and pre-postnatal conditions.

- Developed strong relationships with KOL's, clinicians and referring physicians to increase sales and market share of instrument and reagent products.
- Responsible for supporting and training new sales representatives.
- Received top selling award of highest overall U.S. sales for three consecutive years.

Abbott Northwestern Hospital, Minneapolis, Minnesota

1991 - 1994

Cytogenetic Technologist

Performed detailed microscopic analysis of human chromosomes to determine genetic abnormalities. Utilized general and advanced laboratory procedures to prepare human tissue samples for genetic analysis. Assisted the laboratory director in the implementation of new technological advances in human chromosome studies.

EDUCATION

St. John's University

B.S., 1991, Major: Natural Science Minor: Biology and Chemistry

Collegeville, Minnesota

University of St. Thomas

M.B.A., 2002, Marketing Concentration

Minneapolis, Minnesota