# Medical Device Firm Innovative Trauma CareT Names Philip W. Faris Executive Chairman of the Board of Directors

The Associated Press

EDMONTON, Alberta, Canada--(BUSINESS WIRE)--Apr 5, 2012-- Innovative Trauma Care(TM) (ITC), an early stage medical device company focused on developing and marketing point of injury solutions to the first responder, military and trauma markets, has named Philip W. Faris Executive Chairman of the Board of Directors. In this role, Faris will provide experienced leadership and guidance for the company as it secures initial and subsequent funding and commercializes its first product, the ITClamp(TM), a hemorrhage control device.

Faris has a distinguished track record of building market-leading companies in emerging medical markets and has successfully performed as CEO for over three decades in start-up, early stage, and high-growth organizations. He is currently CEO and managing partner at ProSavant International, a strategic consulting firm for the medical device and biotechnology space. He also serves on the Executive Committee of BiomedSA, a non-profit organization promoting the bioscience industry in San Antonio, Texas, as well as acts as a Board Member and Senior Advisor for Vivo Biosciences, an Alabama-based biotechnology company. Through his career, Faris has acted as CEO and Director at Vidacare Corporation, VidiMedix Corporation, Trestle Corporation, Diatek Corporation and many other medical device, biotechnology and health care companies.

"We are thrilled to have an internationally-respected thought leader like Phil on board as we take our novel new technology to the world," commented ITC's founder and CEO Cdr (Ret'd) Dennis Filips, MD, FRCSC.

"Phil's deep knowledge of our primary markets as well as his proven ability to transform emerging technologies into practice standards will help us realize our long term goals." ITC expects to launch its first product, the ITClamp, in late 2012.

The ITClamp addresses massive hemorrhage - a leading cause of death in traumatic injury - by controlling critical bleeding in under 3 seconds. The clamping device works by sealing the skin closed to create a temporary pool of blood under pressure, which forms a stable clot until the wound can be surgically repaired.

Incorporated in 2010 and based in Edmonton, Canada, Innovative Trauma Care is addressing unmet needs in the field of emergency medicine by developing, manufacturing, and commercializing point of injury solutions to treat common causes of preventable death in traumatic injury scenarios.

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