Medical Device Veteran, Bill McMullen, Joins DFINE as Director of Clinical Development, Radiofrequency Ablation

The Associated Press

SAN JOSE, Calif.--(BUSINESS WIRE)--Sep 5, 2012--DFINE, Inc., the developer of minimally invasive radiofrequency (RF) targeted therapies for the treatment of vertebral pathologies, today announced the appointment of Bill McMullen as Director of Clinical Development, RF Ablation.

Bill McMullen, Director of Clinical Development, RF Ablation at DFINE, Inc. (Photo: Business Wire) In this role, McMullen is responsible for clinical development and adoption of the DFINE STAR™ Tumor Ablation System and related future RF technologies.

“Bill is a highly regarded RF ablation expert with strong relationships amongst prominent thought leaders in the interventional oncology field," said Kevin Mosher, Chief Executive Officer of DFINE. “He will be a valuable addition to our organization as we continue to work closely with professional audiences to build clinical evidence and advance the role of Targeted Radiofrequency Ablation ™ (t-RFA) with the STAR System in the palliative treatment of painful vertebral body metastasis.” McMullen has extensive global experience developing thermal ablative techniques in the fields of radiology, surgery and interventional oncology; specializing in device operations, prototyping, technology assessment, clinical education and commercialization at a senior level for leading companies.

Most recently, McMullen served as an Interventional Oncology Consultant for McMullen Consulting, LLC. In this role, he provided technical and clinical market analysis and appraisal for companies and investors, and conducted product assessment, risk analysis, FDA and global regulatory guidance. Additional past experience included serving as Senior Vice President of Interventional Oncology for Microsulis Medical (collaborating with AngioDynamics), Director of Operations – Tumor Ablation at Radionics (now Covidien), and Director of Clinical Marketing for RITA Medical Systems (now a part of AngioDynamics, Inc.). In these roles, he helped develop and launch the first FDA-cleared RF ablation system and coordinated worldwide sales, marketing, manufacturing, regulatory and engineering operations for RF ablation products.

McMullen is the Founder and Co-Program Director for Fire, Ice & Beyond: The Future of Interventional Oncology. This program involves some of the world’s foremost clinicians and institutions interested in adding ablation therapies and interventional programs to a radiology or surgical practice. He sits on several editorial/review boards and has co-edited highly regarded publications, including “Tumor Ablation: Principles and Practice,” and “Image-Guided Cancer Therapy: A Multi-disciplinary Approach.” In addition, he is the administrator of The Working Group on Image-

Guided Tumor Ablation, an international consortium composed of like-minded radiologists dedicated to investigating the potential uses of image-guided tumor ablation therapies.

About DFINE, Inc. DFINE is dedicated to relieving pain and improving the quality of life for patients suffering from vertebral pathologies through innovative, minimally invasive therapies. The company's devices are built on an extensible radiofrequency (RF) platform that currently covers two procedural applications: 1. The treatment of vertebral compression fractures (VCFs) with the StabiliT ® Vertebral Augmentation System, and 2. the palliative treatment of metastatic vertebral body lesions with the STAR™ Tumor Ablation System. Both systems represent generational advancements in the minimally invasive treatment of vertebral pathologies. DFINE is based in San Jose, Calif. and is a privately held company. Stay connected with DFINE via Twitter (@DFINEinc) or YouTube, or call 1.866.963.3463.

Photos/Multimedia Gallery Available: http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50396829&lang=en
CONTACT: For DFINE, Inc.

Susan Benton Russell 310-697-3488 susan@bentoncommunications.com KEYWORD: UNITED STATES NORTH AMERICA CALIFORNIA INDUSTRY KEYWORD: SURGERY HEALTH MEDICAL DEVICES ONCOLOGY RADIOLOGY OTHER HEALTH SOURCE: DFINE, Inc. Copyright Business Wire 2012 PUB: 09/05/2012 12:30 PM/DISC: 09/05/2012 12:30 PM http://www.businesswire.com/news/home/20120905005548/

Source URL (retrieved on *03/26/2015 - 3:36pm*):
http://www.mdtmag.com/news/2012/09/medical-device-veteran-bill-mcmullen-joins-dfine-director-clinical-development-radiofrequency-ablation