Titan Spine Appoints Vice President of Sales for Europe

The Associated Press

MEQUON, Wis.--(BUSINESS WIRE)--Nov 7, 2012--Titan Spine, a medical device surface technology company focused on the development of innovative spinal interbody fusion implants, announced today the appointment of Marcus Klarl as the Vice President of Sales, Europe. Mr. Klarl joins the Company following twenty-two years in the medical device industry in Europe, including the last twelve years in various strategic sales, sales management, marketing, education, and clinical affairs positions in the spinal implant industry. He will be responsible for the sales efforts of Titan Spine's line of specialized Endoskeleton® interbody fusion devices, which features the Company's proprietary nano surface technology that has been shown to promote a superior bone formation response when compared to other common interbody implant materials such as polyetheretherketone (PEEK).

Prior to joining Titan Spine, Mr. Klarl has successfully developed and implemented strategic business plans for both investigational and commercially available spinal implants. He was most recently responsible for significant sales increases of the M6™ Cervical and Lumbar Artificial Discs for Spinal Kinetics in the German market. Prior to that, Mr. Klarl led the European sales, marketing, and clinical efforts for Impliant, the developer of the TOPS™ facet arthroplasty device. Mr. Klarl has also held various sales management, business development, and marketing positions with Depuy Spine/Johnson & Johnson and Steris Corporation.

"We are very fortunate to have Marcus join our team," said Kevin Gemas, President of Titan Spine. "His extensive experiences in the German and European spinal marketplace will be a tremendous asset to the Company as we aggressively pursue additional marketshare for our unique devices and nano surface technology. The timing is perfect to bring Marcus on board as we are seeing clear signs of increasing demand in Europe for interbody implants that can help promote an environment for enhanced bone growth and interbody fusion. We are excited to broaden our domestic sales momentum to Europe and to expand the breadth of hospitals, surgeons, and patients that can benefit from our technology." About the Company – Titan Spine, LLC is a surface technology company in Mequon, Wisconsin that is focused on the design and manufacturing of proprietary interbody fusion devices for the spine. The company is committed to advancing the science of surface engineering to enhance the treatment of various pathologies of the spine that require fusion. Visit www.titanspine.com [1] to learn more and to view an animation that depicts the cellular response to the company's surface technology.

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