

Andrew Technologies Unveils Innovative Commercial Team to Support HydraSolve@ Launch

The Associated Press

Andrew Technologies, LLC announces the formation of its commercial launch team to support HydraSolve@ expansion in the U.S. With an aim toward optimizing patient access to the benefits of HydraSolve Lipoplasty System, Andrew Technologies specifically recruited new commercial colleagues that possess a combination of plastic surgery marketing, sales and technical proficiency. "Our commercial model is quite different from traditional capital device companies as our executive team works directly with selected plastic surgeons to ensure comprehensive training on the system for the entire surgical team to optimize the benefits of HydraSolve@. The team also works with the staff to streamline patient acquisition for this breakthrough liposuction and fat transfer procedure", stated Tom Albright, CEO of Andrew Technologies. With that objective in mind, Andrew Technologies is pleased to introduce its first three Executive Business Directors: Brian Lenehan : Brian was an initial hire of Andrew Technologies LLC, beginning in 2008. He served as the Marketing Director and co-wrote the original business plan, established the company's initial brand presence, researched other potential applications and markets for TLT and helped drive the prototype technology to commercial availability.

He now serves as Executive Business Director for the Northeast corridor. He has worked with several medical device start-ups over the past 13 years to expedite new product launches and improve overall company market share. Working in business development and marketing capacities, he has led clinical trial enrollments and participated in large-scale national research studies. He began his professional career as an advertising copywriter at McCann-Ericson NY. He earned an MBA from London Business School.

Bruce Osborn: Bruce brings over 25 years of experience in plastic surgery and dermatology companies, with roles of increasing responsibility in product development, global marketing, sales and professional education. Bruce was instrumental in bringing many new technologies to aesthetics including the BioDimensional two stage anatomical breast reconstruction system, anatomical implants, the first US FDA cleared UAL system "Contour Genesis", and an international novel HA filler portfolio. He also created numerous surgical training and educational programs for plastic surgeons, dermatologists and facial plastic surgeons on aesthetic and reconstructive breast surgery, fat grafting, facial aesthetic and reconstructive surgery and practice marketing. Bruce has presented on aesthetics and reconstruction around the world to plastic surgery and dermatology audiences. Bruce is actively involved with youth sail training, Florida history and community development programs. He holds a BA in Political Science from Geneva College in Pittsburgh.

Christine Grogan : Christine has over 21 years of health care experience with positions in professional and consumer marketing, sales, sales training and sales management at Allergan, Pfizer, Parke Davis, and Eli Lilly. Christine has held leadership roles in professional and consumer (DTC/DTP) marketing for over 20 products including Botox, Natrelle breast implants, Sanctura, Neurontin, Rebif, Inspra, Prozac, Lipitor and Celexa. In her spare time, Christine dedicates herself to numerous charitable organizations including Board Membership of Flying Doctors/AMREF, Co-Founder of BRAVE, Board Member of RJW Foundation and Volunteer for African Child Foundation. She holds a B.S. in Neuroscience from the University of Florida, Masters in Business Administration and Masters in Hospital Administration from Nova University.

Brian, Bruce and Christine are supported in their efforts by Tina Kang, formerly of Syneron, who joined Andrew Technologies as Customer Support Manager in early September. "Since then, Tina has more than quadrupled our consumer website visits as she leads our consumer outreach, among her other duties. We are pleased to add Bruce, Christine and Tina to our team and to benefit from the expanded responsibility of Brian Lenehan as we extend the benefits of HydraSolve® to more surgeons and their patients" said Mark S. Andrew, MD, founder and CSO of Andrew Technologies.

Source URL (retrieved on 01/29/2015 - 8:19pm):

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