



October 15, 2015

## Organizational Announcement

It's a great pleasure to announce that **Matt Goudy** will join the Medacta USA leadership team in the role of Vice President, Sales – Joints Division.

Most of you know Matt and have had the pleasure of working alongside him. Matt started with Medacta USA as a Sales Agent in May 2010 and has worked tirelessly to build the company's brand and clinical presence in the Chicagoland market. The sustained and rapid growth Matt and his team have accomplished is due to Riley Surgical's sales focus on the Medacta product line and relentless follow through. Matt's task is to bring this approach to a broader audience and replicate his success across our sales channel.

Matt attended Indiana University earning both Bachelor and Master of Science degrees in Kinesiology. As a student athletic trainer, Matt worked with team physicians and surgeons conducting research in biomechanics and exercise physiology. Matt initially worked in a private orthopedic practice in Hickory, NC. He was subsequently recruited into a sales role with Zimmer relocating to Chicago in April 2000. Over six years, Matt grew from an entry-level Sales Associate to managing a \$13M sales team and satellite office. In August 2006, Matt joined Biomet as General Manager. He was tasked with developing a new sales team in the Milwaukee market, while simultaneously managing sales & operations in Chicago, Northwest Indiana & Southwest Michigan. In 2010, Matt founded Riley Surgical to take advantage of the need for specialized distribution focused on emerging companies and markets. Those endeavors lead Matt to Medacta where he found a unique opportunity with a small company that matched his ambition and responsiveness. In 2015, Matt and his team from Riley Surgical have become Medacta's largest distributorship.

Matt's appointment will become effective January 1, 2016. Until then, he will assist with the transition of the former Riley Surgical team to a direct sales model. Dewey Brown, who has been with Riley Surgical since its inception, and Jonathan Mitts will assume leadership roles as Regional Managers in the new sales organization reporting to Mike Emmerick, Area Director.

Matt views his role as a coach and the sales force as his team. He will focus on expanding our sales network into new markets and nurturing talent throughout our existing network. Matt brings a positive attitude, a team-first mentality and a tireless "lead from the front" work ethic.

Please join me in congratulating Matt, Dewey and Jonathan continued success in their new leadership roles.

Eric Dremel  
President

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