

## Organizational Announcement

As you have read over the last few months, several additions have been made to your Sales Leadership Team including the creation of my new role as Vice President – Sales. These investments represent Medacta’s commitment and preparation to support the explosive growth we expect for 2016 and beyond. With these additions, I want everyone to understand the subsequent realignment and structure heading into the New Year.

Per the attached Organizational Announcements, Sean Fitzsimmons is assuming a new role in Market Development. Buzz VanArsdale has been hired in the new role of Manager, Sales Training. In terms of field sales management, Steve Kirschner is promoted from Regional Manager to Area Director – East. We are also excited to announce that Roger Nagel will assume the position of Area Director – West. As a result of these additions, Medacta has expanded our field sales management team from four to five Area Directors. The subsequent geographic realignment is noted below with a map attached on page 2.

- ❖ Roger Nagel – West
- ❖ Matt McCarthy – Southwest
- ❖ Mike Emmerick – Midwest
- ❖ Mark Weber – South
- ❖ Steve Kirschner – East

If this change impacts your assigned Area Director, you’ve likely already heard from them. If not, it’s business as usual! I want to stress that the Area Director is still your direct point of contact for the field. When Sean and/or Buzz are being utilized in a given market, it’s in concert with the respective Area Director. Such is the case with my field activities. It is critical that each Area Director has their fingers on the pulse of all sales efforts. I expect all sales and internal personnel to respect this important point.

Personally, I can’t tell you how excited I am for 2016. All of these changes represent a significant investment in your growth & success. Utilize us all in helping you **Sell Medacta** and you will inevitably succeed in 2016 and beyond. At our annual National Sales Meeting in January, you will learn all about our initiative to **Educate, Elevate & Execute**. If you have not yet registered or made plans to attend, please do so! I promise the meeting will be well worth your time.

Matt Goudy  
Vice President - Sales



**Area Director Territory Assignments – Effective January 1, 2016**

