

## Organizational Announcement

It's a pleasure to announce that **Sean Fitzsimmons** has accepted the role of *Director, Market Development* effective January 1, 2016. Sean will continue to work from his home office in Boise, ID and report to me.

Sean's responsibilities are wide-ranging and will continually evolve in scope. His new position is intended to leverage Sean's sales and product strengths to accelerate growth leveraging new marketing programs and emerging business opportunities. This will include field based execution of Medacta's Outpatient Joint Replacement Strategy which will be announced at the 2016 National Sales Training Meeting. Sean is also responsible for sales & operational training and other "on boarding" activities in support of new Agents and Franchise Territories. Other tasks assigned to Sean include management of critical pricing and contracting efforts for both Joints and Spine with key accounts such as HCA, Tenent, HPG, Ascension, Trinity, and strategic IDNs. He will also assist with customer acquisition/retention activities, penetration of academic training centers, reimbursement matters, and product management activities.

Since joining Medacta USA in 2009, Sean has served as Director, Product Management and Area Director, Sales – West. His orthopedic career began as a successful Sales Representative with Smith & Nephew and later, Rose & Associates representing PLUS Orthopedics.

Sean holds a Bachelor of Science Degree in Business Management graduating Magna Cum Laude from Southern Oregon University. While there, he was a member of the Phi Kappa Phi, the oldest all-discipline honor society established in 1897. Sean will complete his MBA studies at Boise State University in May 2016.

Assisting Sean with training responsibilities will be **Buzz Van Arsdale** in the newly created position of *Manager, Sales Training*. Many of you already know Buzz, but he is now responsible for the field-level sales training as we develop new markets, launch new products and develop our future sales talent. Buzz brings over 18 years of orthopedic experience to this task and a true passion for *Selling Medacta*. Prior to his tenure with Medacta, Buzz' career included stops with Zimmer and DePuy in both sales and management. His experience with all aspects of the business and exposure to various U.S markets, make him a perfect fit for this role.

Buzz holds a Bachelor of Science Degree in Psychology from the University of Northern Iowa and graduated Cum Laude with his MBA from Regis University. He'll be based out of his home office in Fort Collins, Colorado and will report to Sean.

Please join me in congratulating Sean and Buzz on their new assignments. Their continued success will only further drive yours!

Matt Goudy  
Vice President - Sales