

September 23, 2016

Organizational Announcement

Please join me in welcoming **Rob Sluss** who joins our new Marketing Department in the role of Vice President, Marketing – Knees & Sports Medicine reporting to Matt Goudy.

A results focused, hands on leader, Rob has over 15 years of clinical and industry experience. His orthopedic career began in 2000 after completion of his training and certification as a Physician's Assistant. He worked for independent orthopedic surgeon groups until 2002 when he was recruited to Arthrex becoming Product Manager – Shoulder. Rob was promoted to Senior Product Manager – Knee & Hip in 2006. Arthrex, widely considered the most innovative player in its space, specializes in arthroscopic and minimally invasive orthopedic surgical procedures. The company expanded into the Arthroplasty market acquiring a hip and knee product line from Cardo Medical. Rob was selected to lead this new market expansion in 2013 as Group Product Manager – Hip & Knee Arthroplasty. Rob oversaw significant revenue growth for his new division, particularly in the outpatient joint replacement market.

Rob's educational background includes undergraduate studies in Microbiology and Medical Technology at East Tennessee State University and Physician Assistant Graduate Degree from Wake Forest University where he graduated with honors. He earned an Executive Certificate in from the University of Wisconsin Graduate School of Business in Finance & Accounting. He also attended the University of Chicago Booth Graduate School of Business earning three Executive Certificates in Strategic Marketing Management, Essentials of Effective Management, and Psychology of Management. Rob is also a named inventor on 8 patents.

Like all our commercial team members, Rob will be field based working remotely from his home office in Nashville, Tennessee. Loren Schneider, Product Director – Knees and Erin Baumstark, Associate Product Director – Knees will report to Rob.

Eric Dremel
President