

October 11, 2016

Organizational Announcement

Please welcome **Craig Pilditch** as our new Area Director Midwest based in Okemos, Michigan. Craig will be driving sales growth throughout the newly defined Midwest area.

Craig is bringing over 25 years of orthopedic sales and leadership experience with him to this position. Synthes, USA was the start of this successful journey. The first stop was in Michigan and after a transfer to Pittsburgh, he exponentially grew that territory. Craig then had a 15-year successful run with Howmedica/Stryker. His responsibilities grew from Territory Manager to Sales Manager in Western Pennsylvania and Northeast Ohio to the Branch Manager of Stryker Chicago. Most recently, Craig was the ConforMIS distributor in Michigan and Northeast Indiana. He will be a resource for the entire Medacta team with his vast experience.

Craig has many passions outside of the orthopedic field. Craig and his wife Jane have two boys, Colin and Michael. Ask Craig about any of them and hang on for a lengthy, proud conversation. They are clearly priority number one. A fanatic alumnus of Michigan State University, anything Sparty is another passion of his. Golf, cooking (you have to make one of his legendary tailgates at MSU), and traveling are other interests.

Please join me in welcoming Craig and his family to the Medacta team.

Mike Emmerick
Vice President, Sales - Joints