

April 16, 2015

## Organizational Announcement

It's a pleasure to welcome **David Sponsel** to Medacta USA's leadership team in the important new role of Vice President, Sales – Spine.

David spent ten years with Stryker Spine in a variety of sales positions. He began his career as a Sales Representative in Southern California and was quickly promoted to into a Sales Management role within his distributor organization. David was then tapped for a Branch Manager position in a direct Stryker market in West Florida. In three years he rejuvenated the Territory from zero revenues to \$12.7 million in sales. He earned "Branch of the Year" honors in 2010 on \$4.8 million in growth. David was subsequently promoted to Area Director relocating back to California. This particular assignment was extremely challenging as the previous Distributor for the state resigned and took the entire sales organization to a competitive company. Despite the magnitude of this disruption, David rebuilt the Territory posting over \$5 million in growth over 18 short months. On the heels of this performance, David relocated to Dallas Texas in 2013 and was promoted to Senior Area Director – Southwest where he won the Area Director of the Year Award in 2014.

David completed his undergraduate studies at Indiana State University in Terre Haute earning a Bachelor of Science Degree in Business Administration.

With a demonstrated reputation for driving sustained results and building successful teams, David brings the experience necessary to transform the Spine organization. I'm excited about his plans to build out the sales team allowing Medacta to realize it's potential in this important market segment. David will work from his home office in Dallas and report to me. Paul Stephan, Technical Sales & Clinical Specialist will report to David. Eric Fontenot will continue to serve as the Product Director supporting Spine.

Please join me in welcoming David to Medacta USA.

Eric Dremel  
President