




# Ladd Research Group

**Michele Carter is a proven marketing strategist with a record of accomplishments spanning her career as a key member of the senior marketing team in a number of leading medical device companies.**

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|  | <p>Michele brings to her qualitative projects the unique perspective of a 20-year veteran in the medical device industry, enabling her to engage specialty physicians and senior hospital executives at the highest levels. Michele’s strengths include her ability to understand critical marketing questions and objectives from the perspective of the key internal stakeholders, turning insights into recommendations and providing strategic solutions to your most challenging business problems.</p> <p><i>“Michele is laser focused on the important topics, cuts through the smoke screens and always delivers the strategic value at the end of the project.” – Client Quote</i></p> |
| <p><b>Unique Talents:</b></p>   | <p>Michelle’s astute understanding of the markets in which she participates has honed her skills in gap analysis, providing clients with keen, insightful assessments of their prime market opportunities. Her ability to crystallize her findings into concise recommendations has won her accolades from not only the market research team but senior management as well.</p>   |
| <p><b>Prior Career Experience:</b></p>  | <ul style="list-style-type: none"> <li>• VP Marketing and Sales Hemosphere (start-up)</li> <li>• Senior level positions in business development, licensing and acquisitions, marketing, market research, strategic planning, and sales management for companies including Johnson &amp; Johnson, CR Bard, Boston Scientific, Valleylab, and Smith &amp; Nephew</li> </ul>   |
| <p><b>Therapeutic &amp; Category Experience:</b></p>                              | <ul style="list-style-type: none"> <li>• General and laparoscopic surgery</li> <li>• Gynecology</li> <li>• Interventional Cardiology</li> <li>• Nephrology</li> <li>• Radiology</li> <li>• Vascular Surgery</li> <li>• GI Endoscopy</li> <li>• Orthopedics</li> </ul>   |
| <p><b>Research Expertise:</b></p>   | <ul style="list-style-type: none"> <li>• KOL Interviewing</li> <li>• Market Opportunity Assessment</li> <li>• Prototype Testing</li> <li>• Research to Optimize Clinical Research Design</li> <li>• In-depth interviews on complex medical topics</li> <li>• Forecasting</li> </ul>   |
| <p><b>Leadership Roles:</b></p>   | <ul style="list-style-type: none"> <li>• <i>Pharmaceutical Marketing Research Group (PMRG)</i></li> <li>• <i>Healthcare Businesswomen’s Association (HBA)</i></li> </ul>  |
| <p><b>Education:</b></p>  | <ul style="list-style-type: none"> <li>• MBA from University of Denver</li> <li>• B.S. in Accounting from University of Colorado</li> </ul>   |