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PROFESSIONAL EXPERIENCE:

Anika Therapeutics, Inc.

Anika is a global orthopedic and medical device manufacturer with \$170M in annual revenue. Recruited by the President and CEO.

Vice President Sales and Marketing, Americas

May 2019 – Present

Responsible for the commercial function including sales, marketing, commercial operations, customer service and medical education. P&L responsibility and cross functional leadership of \$143M market leading business unit.

- Manage a full commercial team across three manufacturing sites including 35 direct and 120 independent sales representatives and distributors, 11 Marketing professionals, and 9 Customer Service professionals
- Grew revenues 5% in 2019 organically from \$88M to \$93M. First half 2020 revenues grew 30% from \$39M to \$51M due to organic and inorganic activities. Exceeded plan by 120%
- Successfully launched Tactoset, December 2019, Anika's first commercial product sold into the orthopedic market. 2020 sales of \$2.5 million.
- Manage two distinct product portfolios totaling \$143M
 - Hyaluronic Acid (HA) \$100M portfolio including the Orthovisc, Monovisc, and Cingal products
 - Joint preservation and restoration \$43M portfolio of products used in sports medicine and joint resurfacing surgical procedures
- Achieve revenue targets by servicing CMO customers including J&J, Medtronic, and Medline
- Established, recruited board members, and managing the Surgeon Advisory Board
- Partner with R&D and Business Development for new product launches and business development opportunities
 - Completed full due diligence (in parallel) for the acquisitions of both Parcus and ArthroSurface
 - Launched seven new products including Anika's first commercial product, Tactoset

ConMed Orthopedics

February 2012 – May 2019

Regional Vice President/Director of Sales

ConMed is a global medical device manufacturer focused on orthopedic and general surgery with \$760M in annual revenue and over 3,500 employees. Recruited by the president.

Responsible for managing a team of 45 sports medicine sales representatives and six distributors.

- Grew sales \$50 million in 2018 at a rate of 4% and 2017 at 5%. Exceeded quota in both 2018 and 2017
- President's Club winner 2018, 2017. Number one region in the US, RVP of the year, 2017
- Completed a turnaround of the entire Northeast Region driven by territory redesign and changing four legacy distributor/managers and sales teams

Creekridge Capital LLC**September 2007 - January 2012*****National Accounts Manager****Privately held equipment leasing company with more than 25 employees. Recruited by the President/founder.*

Responsible for achieving assigned sales targets. Created custom financing programs for major medical device companies such as Hologic, ConMed, Smith & Nephew, AccuBoost, Nova Biomedical, and Philips Medical.

- Exceeded quota 2009 -2011 resulting in a total of \$26.3 million in new sales/funding
- CAGR of 20% over 2008 – 2011
- Drove capital sales for each manufacturer by implementing training programs for their sales force

Smith + Nephew Endoscopy**May 2001 – September 2007*****Global Financial Services Manager****A global medical device company focused on orthopedics and sports medicine with \$4.5B in annual revenue and over 16,000 employees.*

Accountable for creating a comprehensive leasing strategy and achieving sales targets.

- Grew sales from \$5 million annually to \$25 million annually which resulted in a total of \$19.2 million additional revenue. CAGR of 30% over 2001 – 2007
- Created marketing materials and a comprehensive sales rep training program
- Created an annual sales awards trip for top performing sales reps and managers

BankBoston**Nov. 1995 – Apr. 2000*****Vice President, Harvard Square Office****Publicly held banking institution with over \$62 billion in assets and over 23,000 employees.*

Sales and Operations manager for the Harvard Square branch which had a deposit base of \$450 million. Accountable for sales of consumer and small business checking/savings accounts, credit products, and investment products and all branch operations and risk management including cash control of \$12 million.

- Number one branch in growth for all sales categories 1997 – 1999
- Recognized as top branch in the Boston Region for Risk Management for the highest scores in audits from 1996 – 1999
- Seven sales and service reps progressed into branch managers

EDUCATION:**Master of Business Administration (MBA), University of Massachusetts****Bachelor of Science (BS), Criminal Justice, University of Massachusetts****ACHIEVEMENTS/ACTIVITIES:**

- ConMed 2017 RVP of the Year, President's Club winner, 2018, 2017
- Smith + Nephew Don DiTullio Sales award, 2004
- Eagle Scout, Boy Scouts of America
- Member of the Board of Directors – Reading Cable Television
- Chairman of the Board of Selectman, Town of Reading
- Vice President, Board of Directors, Reading Coalition Against Substance Abuse