

JOSEPH D. HAGE

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PROFESSIONAL SUMMARY

Wharton MBA and classically trained senior marketing professional, leader of the Medical Devices Group, the largest medical device community in the world, and host of the 10x Medical Device Conference.

Medical device marketer specializing in marketing communications and strategy, lead generation, website development, and social media for medical device and related companies.



The **Medical Devices Group** is the industry's only spam-free, curated forum intelligent conversations with medical device thought leaders.

We promote continuous education through timely discussion, professional networking, and social interaction. Book me for your next conference and consider how the group can help you reach your company objectives.



Medical Marcom is Joe's medical device marketing consultancy. We help companies increase the quality and quantity of their prospects. We have a deep bench of marketing talent in virtually every marketing discipline.

Work samples: **Sophono** (a Medtronic company as Director of Marketing), **RBC Medical Innovations** (as consultant), **no2point3.com**, (as founder).

WHERE I'VE BEEN (HIGHLIGHTS)



Director of Marketing Communications for this medical device company in the cardiac diagnostic and resuscitation markets.

Highlights: Increased page views 253%; helped generate \$7MM in leads.



Director of Relationship Marketing. It's where I learned online marketing.

Highlights: Direct and online marketing to acquire and retain customers.



Brand manager. It's where I learned how to be a marketer.

Highlights: Worked on Jell-O, Kool-Aid, Post Cereals, new product development, and more. Started charitable effort that raised \$300,000.



MBA in Finance and Marketing. Wharton Follies performer and enthusiast.

Highlights: Hard to say. Loved the whole thing. Made great friends there.

AREAS OF EXPERTISE

- Marketing Comm. + Strategy
- Website Development
- Bold, innovative thinking
- Lead Generation
- Social Media + PR
- B2B and B2C Marketing
- Networking + Referrals
- Brand Positioning
- Acquisition + Retention



MEDICAL MARCOM WILL HELP YOU:

1. Get Found
2. Engage Prospects
3. Capture Leads

WORKING WITH JOE: WHAT TO EXPECT



Carl Mayer, CEO, Energize Medical

Joe introduced me to a **\$1 million** client in his network!



Al Ford, Sr. Vice President Global Sales, Cardiac Science

Cardiac Science before-and-after Joe Hage is like night and day. I can't even begin to tell you how much value he brought. Big, big loss when we lost him.



Maya Bhat, Global Portfolio Manager, Teleflex Incorporated

A 10-minute conversation with Joe **saved us tens of thousands** of dollars.



Edward Cappabianca, CEO at EnXray Limited

Joe is probably one of the **most connected (and accessible!)** people in the medical device industry. He has helped me. He can help you. I would encourage you to get to know him.



Craig Finkel, Director of Sales & Marketing, Rose Medical

Our new website that Joe built for us has helped **DOUBLE** our request for quotes. We get 3 to 4 solid leads per month. It is so nice to have a respectable website for prospects and current customers. Joe's efforts are helping us grow our business – and Joe can help make your business grow also!

PRIOR EXPERIENCE

CARDIAC SCIENCE, a medical device company Bothell, WA
Director of Marketing Communications 11/07 – 3/11

Brought fresh thinking to traditional medical equipment sales. Now sharing that expertise with the life sciences industries as CEO of Medical Marcom. Raised overall brand awareness; increased sales and goodwill through clear communications and a more approachable brand.

- **Branding:** Consolidated three disparate sub-brands under one corporate umbrella, dissolved all prior logos, recast 100% of Cardiac Science's collateral into the new brand within first year. Introduced new concepts at global sales meeting; won early and consistent support from the Sales team through transition.
- **Strategy:** Worked with Product Marketing to position each product distinctly in our diagnostic portfolio.
- **Web:** Won approval to "start over" and build a completely new Web presence for the company – on time and on budget. Oversaw all phases of Web development and introduced Cardiac Science to social media.
- **Social media:** Championed a blog, Twitter, Facebook, YouTube, LinkedIn, and several online strategies responsible for 7,000+ incremental touches with customers, partners, and prospects per month.
- **Lead Generation:** Raised website page views by 253 percent. Helped generate a lead pipeline valued (by Sales) at more than \$7 million (15-month period).
- **Collateral:** Introduced dozens of new pieces including corporate and channel brochures, an eight-page trade promotion that garnered 100 quotable endorsements from key distributors, video content, and direct marketing concepts worth hundreds of thousands in new business.
- **Copywriting and Advertising:** Conceived and wrote (in house) for 15 products in several market segments.
- **Promotions:** Generated \$150K (incremental) with a first-of-its-kind online promotion for 700 distributor reps.
- **Salesforce.com:** Became the company's early "super user." Worked on the contract, business requirements, data migration, data integration, training, and company-wide adoption of the system.
- **Telemarketing:** Identified, set up an outbound firm; supported campaigns with ROIs exceeding 100 percent.

SAFECO, property and casualty insurance (now part of Liberty Mutual) Seattle, WA
Assistant Vice President of Marketing 7/06 – 9/07

STOCKPOT, a \$100-million Campbell Soup Company Woodinville, WA
Director of Marketing 10/04 – 7/06

MRA, *Vice President of Direct Marketing* New York, NY
MARKETING CONSULTANT, *Various* 7/99 – 10/04
1-800-FLOWERS.COM, *Director of Relationship Marketing*

KRAFT FOODS, INC. Rye Brook, NY
Brand Manager, Kool-Aid, Ready-to-Drink Kool-Aid 1994 – 1999
Brand Manager, New Product Development, Jell-O Trademark
Associate Brand Manager, Lender's Bagels
Assistant Brand Manager, Post Cereals

MBI, INC., *Associate Program Manager* Norwalk, CT 1992 – 1994
HSBC, *Financial Officer (promoted from Financial Associate)* New York, NY 1988 – 1990

EDUCATION

THE WHARTON SCHOOL, University of Pennsylvania Philadelphia, PA
 Master of Business Administration, Marketing and Finance May 1992
 • Actor and writer, *Wharton Follies*

STERN SCHOOL OF BUSINESS, New York University New York, NY
 Bachelor of Science, *Magna Cum Laude*, Finance and Economics June 1988
 • Exchange student, London School of Economics and Spanish study programs, 1985-86