

# Vaishali Mittal

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## EXPERIENCE

Therapy Development Manager, Ablative Solutions, San Francisco Bay Area: Dec '19 - Present

- Strategically onboarded 5 new trial sites through site selection, qualification and initiation processes for novel renal denervation procedure for patients with uncontrolled hypertension
- Developed creative solutions for home health and phlebotomy resources to ensure trial milestones were achieved
- Drove implementation strategies for patient enrollment during clinical phase while working collaboratively with clinical research team to achieve clinical trial objectives

Sr. Global Product Marketing Manager, Penumbra, San Francisco Bay Area: Jan '19 – Nov '19

- Led global launch and growth of \$15M coronary mechanical thrombectomy product family aiming to change traditional treatment paradigms for acute myocardial infarction patient presentations
- Successfully created the digital, print and social media campaign strategy to accelerate product adoption and growth
- Led TCT and NCVH planning and execution to drive a consistent strategy including: messaging, internal & external promotion, PR, booth design, product discussion in live cases, symposiums, KTL strategy, logistics and budget.

Philips (Volcano Corp was acquired by Philips in February 2015) 2013 – 2019

Led next generation product development from ideation to commercialization – Core M2, Vascular System with a track record of being customer focused, influencing revenue and launching innovative programs for sales teams

Strategic Sales & Solutions Manager, Office Based Labs, Philips, San Diego, CA Jan '18 – Jan '19

- 147% to plan in 2018 (>4x YOY growth) creating \$17.8M in devices recurring revenue and \$1M in capital sales
- Designed, developed and launched 5 new business models to secure ongoing devices revenue through collaboration with commercial operations, sales, finance, and legal teams including other device companies
- Responsible for complete program lifecycle management – innovation, customer pitch, sales launch, and scale

Solutions Portfolio Manager, Office Based Labs, Philips, San Diego, CA: Jun '16 – Dec '17

- Responsible for \$51M devices and capital revenue (120% to plan)
- Successfully launched SymphonySuite by bringing together products from over 10 different business segments including IVUS and atherectomy in peripheral arterial disease to provide a comprehensive solution to customers
- Strategically designed and led physician advisory board to build KOL relationships by traveling to sites to observe cases, enlist participation for educational programs, and engage in technological advancement driving a key initiative that was relevant to the CEO's strategic agenda

Global Product Manager, Coronary Imaging and Systems, Philips, San Diego, CA: 2014 – 2016

- Led global commercial launch of the next generation platform designed to streamline user experience and workflow for coronary and peripheral interventions resulting in ~\$15M revenue
- Successfully planned and implemented launch for new disposable product resulting in >\$500,000 cost savings
- Managed discontinuation plan of products by demand planning, sustaining, and conversion to new products resulting in 100% consumption of product and zero dissatisfied customers worldwide

Systems Engineer, Volcano Corporation, San Diego, CA: 2013 – 2014

- Created automated pressure and flow heart simulator with complete and traceable documentation
- Led cross-functional team of 10 from planning through execution of Human Factors/Usability Validation

Team Leader, Clinical Needs Finding Internship, UC Davis, CA: 2011 – 2012

- Led a team to create a more representative, cost-efficient visual user interface of biological tissues for teaching minimally invasive surgeons. Presented at Beyond Traditional Borders Design Competition at Rice University

## EDUCATION

**University of California, Davis:** B.S. Biomedical Engineering 2009 – 2013

**Harvard Business School Online:** Credential of Readiness, Disruptive Innovation, and Finance - Pass 2015

## PUBLICATIONS AND PATENTS

- 1st author- Intensive Internship in Clinical Needs Finding: A Case Study. Annals of Biomedical Engineering, 2013
- Devices, Systems, and Methods and Associated Display Screens for Assessment of Vessels; US 20150230713