

ERIC S. HEINZ, MBA

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MANAGEMENT CONSULTANT AND EXPERT WITNESS

General Management / Builds & Leads Strong Teams / Expertise in the Medtech Industry

- Resilient Executive with experience in companies ranging from start-ups to Fortune 500 companies nationally and internationally
- Proven track record of leading collaborative business teams through the most challenging business situations, including turnarounds, a Chapter 11 bankruptcy, acquisitions, integrations and the development of complex products that disrupt the market and create new market categories
- Exceptional business acumen, negotiation, and consulting skills derived from first-hand operational experience in product development, marketing, operations and corporate/business development
- Unique ability to bring judgement to complex business situations derived from an intentional pursuit of continuous learning across a depth and breadth of functional areas, without fear of venturing outside of my comfort zone
- Well-networked connector; Top 1% Industry LinkedIn Social Selling Index (SSI)
- Inventor on 19 issued U.S. patents
- Memphis Business Journal 40 Under 40 Award Recipient
- Deal sheet available upon request

PROFESSIONAL EXPERIENCE

Heinz Ventures, LLC, Memphis, TN (a Delaware LLC) **2023 to Present**
Life Sciences venture studio and venture fund
Founder and CEO, Managing Partner Founded a venture studio with the vision of pioneering definitive therapies while safeguarding the economics of healthcare

Heinz Ventures, LLC, Memphis, TN (a Tennessee LLC) **2023 to Present**
Management consultant, advisor and expert witness
President

Consulting Partner for MedWorld Advisors **2023 to Present**
○ Life sciences focused sell-side M&A advisory firm

Expert Witness **2023 to Present**
○ Provides litigation consulting and expert witness testimony regarding medical devices, in cases involving FDA and regulatory processes, product liability, medical malpractice, intellectual property, mergers & acquisitions and commercial practices.

Titan Medical, Inc, Chapel Hill, NC **2022 to 2023**
Development stage single-access surgical robotics company
Vice President, Market and Corporate Development Reported to the CEO, responsible for development and execution of long-term growth strategies

- Led process to assess strategic alternatives for the business 6 weeks after starting in 2022, reporting progress to Board of Directors each week
- Established engagement with an investment bank following a 7-day outreach to bankers
- Conducted outreach to over 40 counterparties, developing the management presentation with our executive team and supporting potential buyers in their pre-due diligence process
- With no bid received after 2.5 months of outreach, retained as a consultant after executive team layoffs to continue supporting the strategic alternatives process

Eric S. Heinz

2017 to 2022

Smith & Nephew, Inc., Memphis, TN

160-year-old British orthopedics, sports medicine, and wound care portfolio company with 2019 revenue of \$5B

Director, Business Development (M&A)

2018 to 2022

Reported to the Chief of Corporate Development and Corporate Affairs; responsible for sourcing, structuring, negotiation, due diligence, and closing M&A transactions and equity investments supporting the Orthopaedic franchise. Highly visible role, presenting investment presentations and materials to the investment committee and the franchise President. Member of integration executive steering committees post-close.

- Streamlined M&A process, including electronic data room and question/answer process, resulting in efficient execution of several transactions, including:
 - Creative structuring of an asset purchase of Brainlab's orthopedic joint reconstruction business including an exclusive co-development agreement; total deal value \$108MM. Led cross-functional internal and external due diligence and deal teams (30 people total) to a successful signing a day prior to the 2019 AAOS conference, a high-profile opportunity for Smith & Nephew to launch robotics strategy to investors
 - Structured and negotiated an equity purchase agreement for a transformational deal (>\$500MM), negotiated LOI directly with Piper Jaffray's head of healthcare investment banking. Deal did not clear due diligence
 - Led divestment of firm's remote physical therapy and digital health assets

Director, Strategic Development

2017 to 2018

- Facilitated strategic planning process for Orthopedics franchise, including developing and managing 5 global marketing dossiers and the 3-year Long Range Plan. Grew firm's market and competitive intelligence function to support strategic development efforts and conducted strategic portfolio review. Strategic plan was well-received by investors; stock appreciated from ~\$35 in Dec 2018 to \$50 in 2020 pre-COVID

Heinz Ventures LLC, Minnetrista, MN (a Minnesota LLC)

2015 to 2017

Started consulting firm following the IMRIS bankruptcy sale and completion of required FINRA licensing

President

Management Consultant for ZimmerBiomet

2016 to 2017

- Responsible for \$12MM budget and performance of Project Polaris CAPA workstream consisting of 25 consultants and 25 full-time employees. Chairperson of weekly executive committee and leader of subject matter expert and legal teams preparing responses to FDA's 483 inspection report, which cited 14 observations and shut down the North Plant, significantly disrupting business and impacting team morale

Market Development Director for Medtech Surgical SA

2016 to 2016

- Facilitated market development activities and introductions to key ZimmerBiomet management, which led to an acquisition in July of 2017 for \$132MM

Interim Managing Director of Healthcare Investment Banking for Emergent Financial

2015 to 2016

- Retained to lead efforts to identify entrepreneurs seeking Series A and Series B funding and perform due diligence to present candidates as strong investment opportunities. Sourced 12 deals in Q4 2015, including due diligence on a \$3.5MM Series A transaction for a product to treat intracranial aneurysms

IMRIS Inc., Minnetonka, MN

\$50MM micro-cap Canadian intraoperative MRI company

Senior Marketing Manager for the SYMBIS Surgical System

Recruited as integral component in turnaround effort and relocation from Winnipeg to Minneapolis, hired to serve as the business leader for a previously acquired MR-compatible neurosurgical robot development program branded as the SYMBIS Surgical System

- o Led a team of 8 professionals, including Vice President of R&D, to successfully achieve the SYMBIS FDA 510(k) submission milestone in November 2014 with clearance one year later
- o Supported executive team during Chapter 11 bankruptcy proceedings, retaining all key talent

Zimmer Inc., Warsaw, IN

2011 to 2012

\$8B global market leader in orthopedic implants

Marketing Manager, US Hip Reconstruction

- o Led pre-due diligence on an orthopedic robot company, recommending against acquisition when the target was trading at \$45/share. Target’s stock dropped to \$12/share over a 4-month period

Intuitive Surgical Inc., Sunnyvale, CA

2008 to 2011

\$4.3B global medical technology leader, maker of the da Vinci Surgical System largely used in oncology

Product Manager, Instruments & Accessories

- o Managed a portfolio that increased 233% in revenue, from \$73.6MM in Q2, 2008 to \$172MM in Q2, 2011
- o Led three cross-functional teams of 12-20 full-time employees to support new product development of the *EndoWrist* Stapler, *EndoWrist* One Vessel Sealer, and *EndoWrist* One Suction/Irrigator, disruptive products fueling growth in procedures impacting the lives of over a million da Vinci patients annually
- o Managed strategic partnership with technology partner ERBE Electromedizin GmbH

Medtronic Sofamor Danek, Memphis, TN

2001 to 2008

\$30B global leader in medical devices, market leader in spinal implants and orthobiologics

Senior Product Development Engineer, International Marketing, Asia Pacific

2006 to 2008

Product Development Engineer, International Marketing, Asia Pacific

2004 to 2006

Associate Product Development Engineer, International Marketing, Asia Pacific

2001 to 2004

EDUCATION & PROFESSIONAL CERTIFICATIONS

Northwestern University, Kellogg School of Management – Executive MBA | 2022 | Evanston, IL

Corporate Strategy/Finance Concentration; M&A, Venture Capital, Healthcare, Biopharma | Global Elective in Tel Aviv

Christian Brothers University – Master of Engineering Management | 2004 | Memphis, TN

University of Illinois at Urbana-Champaign – BS, Bioengineering Major | 2001 | Champaign, IL

President of Ski and Snowboard Club, Vice President, Finance Illini Emergency Medical Services and Atius-Sachem Leadership Honorary

Executive Education Certificates | 2010 – Present

Kellogg Executive Education: Digital Marketing Strategy, Mastering Sales, Product Strategy, Brand Strategy

Stanford University: Biodesign Graduate Certificate

UC Berkeley: VC University

Private Directors Association: Certificate in Private Company Governance

Registered United States Patent Agent – United States Patent & Trademark Office, 2006

FINRA Series 63 (State Securities Law), Series 79 (Investment Banking) – (Currently inactive)

Certified Project Management Professional – Project Management Institute (Currently inactive)