

Brandon von Tobel, MD, MBE

Growth-oriented and budget-minded executive with physician-level industry knowledge and a venture capital background who has a proven record of streamlining businesses while growing revenue and a history of building successful national and international sales networks while navigating the uncertain realm of the global and US healthcare environment. Agile, strategic leader who has executed multi-million dollar budgetary decisions to deploy resources to maximize ROI on operations in marketing, sales, finance, analytics, & business development in order to exceed profit/sales goals. Successfully raised over \$200 million in debt and equity financings & closed on nearly \$1 billion in acquisitions and exits.

EXPERIENCE

D-Ink Inc.

New York, New York

CEO & Founder

July 2017-present

Financial and operational consulting firm working with startups, healthcare practices, and established companies in need of executive expertise, financial planning, M&A advising, capital raising, commercial strategy, HR expansion, & Sales and Marketing acumen.

Recent Advising Services

- Launching and fundraising for a medical device/medication management/telemedicine app-based platform
 - Implementing CFO controls, constructing international DTC plan, and website/marketing development for a B2B medical device company
 - Executed after negotiating the **undisclosed SMM sale** of a multi-unit Florida dental practice
 - Consulted on the **acquisition** and sales-force integration and expansion for a medical device company
 - Advised on the capital deployment and expansion of a multi-state manufacturing and design firm
 - Financial advisor and bank-interface on the site expansion of a NY-based charity
 - Negotiated and executed the **undisclosed SMM sale** of statewide South Carolina medical and surgical practice
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Cadit Health Inc.

New York, New York

CFO & COO

September 2015-December 2018

*Served as the **Financial, Business Development, & Operations** leader of a healthcare SaaS/IT company that enables patients to find and schedule appointments with any doctor in the United States. Cadit's three revenue streams were derived from a web-based, call-center scheduling platform: transactions within the Consumer Directories, transactions via Pharmaceutical drug web pages, and a Shared-Savings Model with Payors & Employers.*

Operations

- Directed all activities and >90 **staff members** at 2 call centers (Cuore and Carenet Healthcare Services)
- Acting **Chief Medical Officer**
- Exceeded performance metrics (>225%) and targets with advertising agencies / pharmaceutical companies for all online campaigns
- Developed an on-boarding lesson plan and educational guide for all new call center employees
- Managed the technological/software/information compiling to ensure the highest level of regulatory and HIPAA compliance with PHI [redacted]
- Actively worked with CTO to update and to streamline platform and new version releases

Business Development

- Sourced and closed >\$12MM new business across all three business segments
- Exceeded MBO targets for the 2016-218 Sales & Business Development strategic plans for all 3 business segments
- Engaged with customers / business partners throughout the entire sales cycle from introduction through deal execution to business reviews

Finance, Fundraising, & Investor Relations

- Successfully closed the financial and legal interactions of \$11MM debt and equity financings
 - Acting **Controller**: managed payroll, invoices, purchase orders, taxes, compensation plans, stock options, and closing monthly books
 - Crafted quarterly KPI-driven investor reports, minutes, and Board presentations while attending all Board meetings as a Board Member
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ImaCor Inc.

Garden City, New York

CFO & de facto President

May 2009-July 2015

*Served as the **Operations & Financial** leader of a ~\$20MM in annual revenue, VC-backed medical device company that designed, manufactured, and distributed hTEE (hemodynamic transesophageal echocardiography) technology, the first and only critical care solution enabling optimization of cardiac performance with continuously-available, direct cardiac visualization over time, collectively serving >25,000 patients, >4,000 clinicians, & >1,000 hospital administrators with the best possible clinical, cost-effective outcomes.*

Finance

- Successfully sourced and managed >\$55MM in equity/debt financings from JJDC, Emergent Medical Partners, Bracebridge Capital, et al
- Built quarterly/annual bottom-up financial forecast models as well as the supporting integrated cash flow model and department budgets
- Launched the FDA-cleared commercial business and helped grow the business from \$0 to >\$15MM in annual revenue
- Served as company **Secretary/Treasurer**, drafting all Board presentations, quarterly/annual investor messaging, Board resolutions, approvals, minutes, and all investor communication
- Negotiated >\$15MM in manufacturing contracts with >10% annual reduction in COGS of disposable probe & ultrasound system
- Consistently performed all comptroller activities to hit a +/- 5% **budgetary target** focused on efficiency, effectiveness, and cost savings:
 - Managed all sales inventory, inputted and paid all bills, and created all national and international sales invoices

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- Maintained a highly controlled Accounts Payable, Accounts Receivable, and weekly Cash Flow model
- Reconciled all company checking, savings, international currency transactions, and credit card accounts monthly
- Conducted all annual financial audits & filed annual state, local, federal taxes, quarterly medical device and monthly state sales/use taxes
- Promoted from VP of Finance & Operations to CFO in November 2010

Operations

- Developed strategic annual and quarterly operating plans, departmental budgets, corresponding MBOs, and revenue build by territory
- Managed the multiple FDA, CE Mark, Health Canada, & all scheduled audits with our in-house regulatory team
- Negotiated >\$20MM vendor contracts and capital equipment leases in order to best allocate and preserve company resources
- Managed day-to-day operations of the headquarter office of 20 employees with 5 direct reports
- Co-led all BD activities, including meeting with vendors, customers, strategic companies, investors, and manufacturing partners
- Worked directly with all department heads to develop policies, procedures, and strategies that enhanced the company mission
- Drove KPI performance metrics for the company in the form of high level dashboards
- Co-managed the extensive global intellectual property portfolio and worked directly with counsel to strategize international filings

Sales & Marketing

- Launched international distribution, including >\$20MM in total sales to Australia, Turkey, Romania, Italy, Saudi Arabia, & Egypt
- Built a detailed market model and corresponding presentation to determine the potential value of the overall critical care & OR markets
- Developed a comprehensive economic impact presentation detailing the critical care cost savings & LOS reduction with probe utilization
- Led Grand Rounds Lectures and Presentations at >40 hospitals worldwide
- Presented at multiple international trauma, transplant, critical care, & CT surgical conferences, e.g. ATS, STS, ISHLT, ESICM, & ISICEM
- Participated in all US and OUS weekly sales calls and quarterly sales meetings, delivering annually the "State of the Company" address
- Managed the west coast launch, sales team education, and install of new hospital customers, e.g. Stanford, USC-Keck, & Cedars-Sinai
- Drafted and/or edited all sales and marketing materials, including leases, company brochure, monthly newsletter, website design and layout, sales contracts, sales quotations, sales validation plans, and cost/benefit model for value analysis committees
- Crafted quarterly and annual sales budgets and commission schedules by territory for both the internal market research team and field team
- Negotiated hospital terms & condition agreements, implementation plans, shipping terms, vendor credentialing, and insurance certification
- Created company-wide employee expense policy & implemented Concur's reporting software for expense tracking & reimbursement

Human Resources

- Negotiated all employment agreements, offer letters, consulting contracts, separation agreements, and exit interviews
- Drafted the ImaCor employee handbook and evolved policies as the company grew from 8 to >50 employees
- Managed bi-monthly payroll, calculated monthly & quarterly commissions, established the company 401k & FSA plan
- Interviewed all potential employees and consultants and eventually hired and trained a full-time director of human resources
- Conducted annual workman's compensation, product liability, healthcare, dental, vision, and general liability insurance audits

WFD Ventures LLC

Senior Associate

June 2007-May 2009

Valued, structured, and managed portfolio investments for a \$250MM healthcare-focused venture capital fund. Reported directly to the two founders, including one who was a member of J&J's MD&D Group Operating Committee and Chairman of J&J's Medical Devices Research and Development Council. Engaged in all aspects of investment cycle including, deal generation, due diligence, valuation, portfolio management, and divestiture. Closed on \$68MM in equity and \$15.5MM in venture debt financing.

Portfolio Company Management Experience

- Developed go-to-market strategy for ImaCor LLC (miniaturized ultrasound probe for cardiac monitoring) with the CEO & VP of Sales
 - Built integrated cash flow model that was essential to determine the Company's financing requirements for the sales launch
- Conducted weekly management calls with portfolio company CEOs and support implementation of Board directives
- Led physician surgical training for **Advanced Surgical Ltd.** (laparoscopic "scar-less" surgery devices, now distributed by Olympus)
- Managed budget processes, capitalization tables, and weekly cash flow projections for 7 portfolio companies, including **ImaCor LLC**, **AMT LLC**, **VisionScope LLC** (miniaturized arthroscope), **Avisena Inc.** (revenue cycle management for healthcare providers), **LinguaFlex LLC** (sleep apnea device), **BioScale Inc.** (molecular diagnostics), and **iWalk LLC** (powered, robotic prostheses)
- Aided CEOs of **AMT LLC** (minimally invasive obesity therapy device) & **VisionScope LLC** prepare for all FDA activities
- Authored business development presentations for industry consolidators
- Drafted and compiled all documentation for **ImaCor LLC's 510(k) clearance process**
- Led third-party fundraising processes and closed on >\$40MM for seven WFD portfolio companies

Transaction Experience

- Directed due diligence efforts for potential investments: built detailed financial, operational, market, and return models; conducted accounting, legal, and intellectual property review; and composed and presented investment memoranda and term sheets
- Managed all legal and financial aspects of closing on \$68 MM in equity financings and \$15.5 MM in venture debt

Previous Experience

McKinsey & Company, Morgan Stanley, Merrill Lynch, Innovation Philadelphia, & Salomon Smith Barney

New York, New York

1998-2003

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EDUCATION

Miller School of Medicine at the University of Miami: MD

Miami, Florida

- Recipient of \$40,000 Annual Trustees Scholarship

University of Pennsylvania School of Medicine: MBE

Philadelphia, Pennsylvania

- Healthcare Economics at The Wharton School of Business

Columbia University in the City of New York: BA, *magna cum laude*

New York, New York

- Pre-medical Studies with concentrations in Economics, Biology, & French

ACTIVITIES & SKILLS

Skills: Financial Modeling, Fundraising, Deal Negotiation, Valuation, Due Diligence, Strategy, Human Resources, GAAP Accounting & Bus. Dev., Regulatory Approval Process, Medical Devices, FDA Filing, HIPAA Compliance, Financial Audits, Sales-team Building, Compensation Planning

Languages: fluent French, advanced Spanish, conversational Italian and German

Software: Microsoft Office, G Suite, iWork, Netsuite, Salesforce, Quickbooks, Concur, MSFT Power BI

Charity work: Active fundraiser and educator for [ACE Programs for the Homeless](#)

PUBLICATIONS & GRANTS

Gerald P. Roston and Brandon von Tobel, MD MBE. Monitoring in Neurocritical Care: Chapter 38 Device Development. Peter Le Roux, MD, FACS, Joshua Levine, MD, W. Kofke, MD, MBA, FCCM. Saunders, an imprint of Elsevier Inc. 2013.

C. Hinke, MD, T.R. von Tobel, MD MA, B.Z. von Tobel, MD MBE. Core Clinical Competency: Chapter 20 Osteoarthritis. A. Cristian, MD MHCM, S. Batmangeli, EdD MHPE. "Physical Medicine and Rehabilitation Patient-Centered Care: Mastering the Competencies" NY Demos Medical Publishers. 2014.

Arsht Ethics Research Grant. *Disclosing Volume Outcome Data to Prospective Patients: Should it be part of the informed consent?* University of Miami Miller School of Medicine. Brandon von Tobel, Leonidas Koniaris, MD