

3 Things You Should Know About...

Kevin Mayberry

Kevin is an ex-Endologix exec with 14 years' experience in R&D and Sales Management that demonstrates technical, sales, and marketing expertise. He has been an innovative leader of R&D teams from concept through CE mark and IDE studies on multiple PMA products. While he has developed and led technical cross-functional teams to successful track records, he has also established sales teams across multiple continents with distribution and direct models. Kevin is knowledgeable in European, Middle Eastern and Asia/Pacific markets, with an ability to efficiently adapt to new cultures, markets and business model.

1 HE IS ADAPTABLE.

Kevin has the capability of readily transforming as needed. For example, based in Singapore he was responsible for sales, marketing, and back office operations for Endologix. In that role, he developed the strategy for the region and evaluated and worked in both direct and distributor models. He spearheaded market penetration in new countries and territories throughout the highest growth region for Endologix. Earlier, he lived in Europe, serving as Sales Director for European Distributors of Endologix. In his first year he increased year-over-year sales by 123%, making Europe the highest global growth region for Endologix. Previously, he was Senior R&D Program Manager for Endologix based in Irvine, Calif., leading a project for the first FDA clinical trial of a first-of-its-kind technology.

2 HE BELIEVES IN FIRST-MOVER ADVANTAGE.

In marketing strategy, first-mover advantage is the edge gained by the initial significant occupant of a market segment. It may also be referred to as technological leadership. Kevin believes that Endospan, with the market's first endovascular treatment designed to transform a high-risk open surgery into a minimally invasive procedure, has technology leadership and no immediate competition in the off-the-shelf Aortic Arch Disease market. Endospan has submitted for regulatory approval of NEXUS™ in Europe. Kevin also believes that establishing NEXUS™ among cardiac surgeons, vascular surgeons and cardiologists with an aortic arch indication will facilitate additional future indications for the NEXUS™ platform.



Kevin Mayberry, CEO, Endospan

3 HE HAS POSITIONED ENDOSPAN FOR GREAT SUCCESS.

A whole new standard of care to minimally invasively treat Aortic Arch Disease including Aneurysms and Dissections is now possible with the Endospan NEXUS™ Stent Graft System. "NEXUS is an innovative endovascular platform with many additional potential indications to expand its use and reach to more patients," says Kevin.