

# JULIANA ELSTAD, MBA

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5020 Arden Avenue ♦ Edina, MN 55424 ♦ (612) 850-7282 ♦ juliana@elstadmed.com  
www.elstadmed.com

## STRATEGY AND CORPORATE DEVELOPMENT

A highly successful executive of strategic and corporate development with proven experience identifying opportunities for growth and delivering success in small startup to multi-billion dollar environments. Collaborative leader who works directly with CEOs and senior executives in addition to cross-functional teams. Strong foundation in investments and strategy, as well as executing those strategies. Adept in acquisition and sale of companies; successfully sold a startup far exceeding shareholder price expectations. Cross-cultural global business acumen includes emerging countries.

### CORE COMPETENCIES

- Business & Corporate Development
- Strategic & Angel Financing
- Leading Profitable Negotiations
- Strategic Development & Planning
- Market / Business Opportunity Assessment
- Qualitative / Quantitative Market Research
- Collaborative / Influential Leadership
- Leveraging Strategic Relationships
- Communicating Complex Concepts

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## PROFESSIONAL EXPERIENCE

### IMPLEO MEDICAL – St. Paul, MN President and CEO

Nov 2015 - Present

*Medical device startup developing a minimally invasive therapy for treatment of GastroEsophageal Reflux Disease (GERD)*

- Within 12 months of forming a company, closed an angel financing round on the terms favorable to current and new investors.
- Negotiated transfer of IP, licensing and manufacturing agreements critical to company's success.
- Through personal network recruited the best talent to work on the company's key objectives while preserving cash. The company is on track with its milestones and within the budget.
- Designed the clinical trial, selected and developed relationships with top-notch clinical sites, prepared the clinical protocol, submitted IDE to FDA, led all interactions with FDA which led to IDE approval.

### ELSTAD MEDICAL - Minneapolis, MN President and Owner

2008 - Present

*Management consulting firm providing business development, strategy and marketing consulting for medical device companies, including generating substantial interest with VCs and angels.*

- Strategized and negotiated the sale of a product line to a strategic acquirer. Advised management team on key critical elements of the deal which led to successful closing in 2014. Became a trusted advisor to the CEO on managerial issues.
- Defined competitive advantages and targeted segments enabling the company to secure "next round" funding for a successful European launch vs. a heavily advertised competitor.
- Analyzed market potential, competitive environment, clinical and regulatory path, reimbursement and exit opportunities, and developed a marketing plan for new therapy adoption. Led market research efforts for multiple geographies defining company's long and short-term action plan. Attracted new distributors and negotiated distribution agreements securing more favorable terms and growing the top line.

### INTELECT MEDICAL - Minneapolis, MN VP of Business Development

2010 - 2011

*Medical device startup with technology to improve life for patients with Parkinson's disease, essential tremor and dystonia. Led the company through a successful exit strategy within 12 months.*

- 117% increase in an acquisition offer achieved by properly positioning the company throughout negotiations with a key investor, surpassing even the company's internal expectations by more than 100%.
- Achieved \$78 million sale of the company to Boston Scientific by demonstrating the strategic investment value, as well as ideal fit.
- Consistently exceeded objectives and benchmarks, ultimately becoming a trusted advisor to the CEO on critical business and career matters.
- Persuaded the only three market players with a potential for acquisition that the company's technology would impact market share by more than 40%, leading to multiple bids from each of the three market players.
- Eliminated potential red flags in acquisition materials by leading preparation and review of all due diligence materials.

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**NDI MEDICAL - Minneapolis, MN****2008 - 2010****VP of Business Development**

*Medical device incubator with a track record of successful exits focusing on Neuromodulation technologies. Reviewed the state of the company and led capital acquisition initiatives.*

- Successfully established two new businesses through detailed analysis and evaluation of 40+ emerging opportunities and developing the strategy and business plans behind both endeavors.
- \$5 million in angel financing raised during difficult investment climate by effectively, consistently, and directly communicating company's strategy to high net-worth individuals referred by the CEO and Board of Directors.
- Acquired at minimal cost an exclusive license agreement critical for the company's Intellectual Property positioning, leading to improvement in multiple agreements.
- Developed market penetration plan for a new therapy, effectively resolving all initial concerns from investors.
- Created strategy behind a new business opportunity, including persuading management to allocate necessary resources for implementation.

**MEDTRONIC - Minneapolis, MN****2003 - 2008****Strategic Business Development Manager (2006 - 2008)**

*Fortune 500 medical device company with 30,000+ employees and more than \$16 billion in revenue. Evaluated all investment opportunities within selected markets.*

- Completed successful \$42 million acquisition, enabling the company to maintain its leadership position.
- \$250 million loss averted by preventing an overpriced acquisition through leading all due diligence and researching the true valuation of the company.
- Personally evaluated and executed investment decisions on three public small-cap companies, six clinical trial-stage startups, and eight preclinical stage ventures, receiving 100% approval on recommendations.
- Successfully negotiated complex deal terms resulting in deal execution within all established timelines and budget.

**Leadership Program Associate (2004 - 2006)**

*Developed, organized, and led strategic initiatives within the Cardiac Rhythm Management and Neuromodulation sectors.*

- Coordinated the strategic planning behind a \$1.8 billion business unit that secured Board approval and delivered 15% annual growth.
- Identified and overcame market barriers for a \$1 billion therapy, including developing guidelines for country managers that enabled double-digit growth in Europe.
- Eliminated functional silos by establishing and leading a cross-functional executive Portfolio Management Board to stop market share decline and shorten new-product introduction cycles.
- Led the multifunctional team to design growth strategy for a new business and drive global revenue from \$40 million to \$500 million within seven years.

**McKINSEY & COMPANY - Moscow, Russia****2000 - 2002****Business Analyst**

*Top-tier management consulting firm. Advised clients' senior management on critical strategic and management issues.*

- 30% annual growth achieved by developing new business strategy.
- Prevented strike of 3,000 employees through conflict resolution techniques and mediating negotiations among management, employees, and trade unions.

**ARTHUR ANDERSEN - Moscow, Russia****1997 - 2000****Senior Auditor**

*Top multinational accounting firm. Performed auditing and due diligence services for client companies.*

- Led audits, assessed risk in highly unstable environment, and presented recommendations on risk management to CEOs and CFOs.

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## **EDUCATION / CERTIFICATION**

**Master of Business Administration (MBA) in Finance & Entrepreneurship**, Wharton Business School  
**Masters in Economics**, Moscow State Institute of International Relations