

March 22, 2017

## **Organizational Announcement**

I would like to introduce **Brian Parker** who joins our Marketing Department as Product Director, Hips. He will be reporting to me and his responsibilities will include development of marketing strategies and execution of product launch plans for Medacta's hip portfolio in the United States. He will use his in-depth product knowledge to provide support to the sales force and assist in developing sales training and medical education curriculum.

Brian brings with him over 15 years of orthopedic marketing and sales experience. Most recently he was a Commercial Director for Hips at Zimmer Biomet. Prior to that, he was a Senior Product Director at Zimmer responsible for their US acetabular product portfolio. Brian has created and executed marketing strategies of most of Zimmer's recent high profile hip products. His innovative ideas and marketing know-how help drive the success of the Continuum Cup, Trabecular Metal Acetabular Revision Products and Vivacit-E, vitamin-E polyethylene introductions to the US market.

Brian received his Bachelor of Administration in Marketing from Indiana University's Kelley School of Business. He began his MBA at Butler University and finished at Indiana University.

He has also completed Marketing and Executive leadership courses at University of Chicago and University of Notre Dame's Graduate Schools of Business. Brian resides with his wife, Heather, and two sons, Jack & Dane in the Louisville, Kentucky metro area.

Please help me in welcoming Brian to the Medacta team!

Matt Delong

VP Marketing, Hips & Shoulders