

April 1, 2017

Organizational Announcement

To keep pace with & sustain growth in the Spine Division, Medacta USA is pleased to announce the following organizational changes.

David Sponsel is promoted to Country Manager responsible for all general management responsibilities related to the Spine Division including sales, marketing, product management and product development. **Carley Baldwin**, Product Manager and **Brittney Siler**, Associate Product Manager will continue to report to David. The Area Director position is being eliminated in favor of a Regional Manager structure designed to assure a more focused sales effort. **Brian Oliver** is promoted to Vice President, Sales and will manage all sales management activity. Reporting to Brian are **Ari Soble** who will now serve as Regional Manager, Rocky Mountain and **Jared Gorman** who joined the organization as Regional Manager, North Texas.

I'm proud of our Spine Team and their execution of the "Winning Hand" strategy detailed at the National Sales Meeting in Las Vegas. The changes described above, as well as the recent addition of Jennifer Ellis as Spine Operations Analyst, are consistent with our key product focus and field support efforts designed to assure that performance expectations are met in 2017.

Eric Dremel
President

