

December 4, 2017

Organizational Announcement

Please join me in welcoming **Lisa Jacobs** as Medacta Spine's new Regional Sales Manager – South Florida. Lisa is responsible for driving sales revenue and building a team throughout the Southern region of Florida, for both our direct and distributor business.

Lisa brings over eighteen years of successful orthopedic and spine sales and management experience. She began her medical career with Abbott Pharmaceuticals and was a consistent and top performer; winning multiple awards, recognitions and promotions. Building on this success, Lisa transitioned to the orthopedic industry, with DePuy Orthopedics. Lisa continued her growth and development, quickly building the geography, consistently achieving quota and building solid relationships. She has spent the last ten years in spine, first with K2M, but most recently as a Regional Manager at Zimmer Biomet LDR, developing a direct team and building distribution in the state of Florida. She has proven her ability to be an excellent people manager, build culture, be a team player, and be a leader.

Lisa is a graduate from University of Rhode Island, with an MBA from Nova Southeastern University. She lives with her family in Fort Myers, Florida

Lisa's addition to the team is another step forward in our commitment to invest in the growth of the business. Please reach out to Lisa and welcome her to the Medacta family!

Brian Oliver

Vice President of Sales - Spine