



March 11, 2019

Organizational Announcement

It is with pleasure that we announce the promotion of Adam Hawkins to Product Director, Shoulders. Adam has successfully led the development of marketing strategies and product launch activities for Medacta's entire shoulder portfolio in the United States – as well as making a significant impact for Medacta International's global launch efforts as well. He has used his in-depth product knowledge to provide product management leadership as well as sales & case support for the U.S. sales force while creating sales training and medical education curriculums for our ongoing efforts to establish the system territory by territory.

Since arriving at Medacta USA in 2017, Adam has continued to build on his orthopedic marketing and product management experience. Prior to his current post, he was a Senior Product Manager at Franklin Electric in Fort Wayne, IN with product lines within the oil and gas industry. Prior to that, he was a Product Manager at Zimmer-Biomet focused exclusively on extremities. Adam's previous experience included a variety of product lines including the Rebalance Total Ankle, Trabecular Metal Total Ankle, Vault Reconstructive System, and the Comprehensive Shoulder System.

Adam received his Bachelor of Administration in Management & Marketing from Indiana Purdue of Fort Wayne and completed his Master of Business Administration at Grace College.

Please join me in congratulating Adam for this well-earned promotion!

Matt Delong
Vice President, Product Management