



September 20th, 2019

Organizational Announcement

It's my pleasure to announce the following changes to Medacta USA's leadership team:

Matt Goudy is promoted to Executive Vice President. Matt will be responsible for all commercial activity in our three business units; Joints, Spine and Sports Medicine. Matt contracted with Medacta as one of our first independent distributors in May 2010 and rapidly grew his business to become our first \$10MM US territory. Medacta acquired his distributorship in October 2015, in parallel to Matt joining the company as Vice President of Sales. He was subsequently promoted to Senior Vice President of Sales & Marketing in September 2016, then to General Manager – Joints in April 2017.

Mike Emmerick will assume the role of General Manager – Joints, leading the Sales, Medacta Academy and Product Management teams. Mike was one of our first two Area Directors, joining Medacta in December 2010, and perennially pacing all Areas in growth. Mike was promoted to the Vice President of Sales role in April 2017, where he again proved himself invaluable to the organization.

Steve Kirschner joined Medacta in October 2015, as a Regional Sales Manager and quickly earned a promotion to Area Director - East. In this role, Steve has grown the Atlantic coast from obscurity to the largest of our four Areas. He will now apply that same drive and leadership to his role as Vice President of Sales. Steve will remain based in Charlotte, NC, with plans to relocate to Nashville in the near future.

Brian "BK" Kinnaman joined Medacta USA in February 2018, as a Senior Sales Representative. He previously spent 16 years in a variety of sales and management roles with Indianapolis-based Zimmer distributorships. Prior to the Zimmer – Biomet merger, BK was the Vice President of Sales for Zimmer - Midwest, responsible for Indiana & Ohio. BK now assumes the role of Area Director – Central replacing **Craig Pilditch** who has left the organization in pursuit of other professional interests. BK and his family reside in Greenfield, IN, just outside Indianapolis.

Peter Cooke joins Medacta USA, succeeding Steve, as the Area Director - East. Peter is based in the Boston area and brings experience in recon, spine, biologics, with a more recent transition into the virtual reality space, managing the entire sales process for the company Fundamental VR. Pete started as a sales associate with Stryker in 2004 and quickly moved his way up the ranks in an incredibly competitive Boston market. His success ultimately led him into management roles in the Northeast with Stryker in both Recon and Spine Divisions where he was equally successful.

An updated organizational chart is attached for additional context. Please join me in welcoming Pete and congratulating Matt, Mike, Steve and BK on their well-earned promotions. I would also like to wish Craig continued success in his new endeavors.

Eric Dremel
President