



February 28, 2020

Organizational Announcement

We are pleased to announce the new positions of **David Conley** to Director, Knee Product Management and **Brian Parker** to Director, Hip Product Management.

This will allow expanded influence in the development of the Medacta knee and hip portfolios, marketing strategies and implement product launches and sales support plans. Dave and Brian will use their in-depth product knowledge to lead a growing U.S knee team and U.S. hip team as well as provide expertise and support to the U.S. sales force and assist all departments with our continued focus on medical education.

Dave joined the Medacta team in 2017, and has served as a global expert in leading the introduction of the MOTO Partial Knee System and the MIKA Platform to support the Kinematic Alignment initiative. Now in his 17th year in the orthopedic industry, Dave has held advanced titles in sales and marketing management with Depuy, Radlink, Zimmer and Orthosoft.

Brian continues to expand his influence within Medacta Hips. Leading such efforts as "I Heart AMIS" and "My AMIS Experience" campaigns on a national and global basis, Brian has also assisted in the refinement of Medacta's product launch process with the introduction of the Mpact 3D, AMIS[®] P and MasterLoc Hip Systems. Prior to joining Medacta in 2017, he was a Commercial Director for Hips at Zimmer Biomet. Before that, he was a Senior Product Director at Zimmer responsible for their US acetabular product portfolio.

Please join me in congratulating Dave and Brian in their expanded roles, leading the charge of Medacta Knees and Medacta Hips in the United States!

Matt Delong
VP Product Management

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