



## Robert Stephen

A versatile executive with outstanding leadership skills and keen business acumen. Whether it's building a high performing team or bringing products to market, Robert's expertise in finance, sales, marketing and strategy development delivers outstanding results for companies in fields as diverse as the medical device and food industries.

### SELECTED ACHIEVEMENTS

- Developed strategic marketing plans resulting in increased market share, optimized sales resources and global alignment for a market leading wound care organization.
- Led an innovative food organization to expand market presence and profitable growth with a 57% CAGR. Led management through a process to optimize R.O.I. resulting in a private equity sale at a valuation increase 2.5 times over the preceding two years.
- Led the divestiture of the Johnson & Johnson wound care division through the transition to a separate private equity start-up entity Systagenix by strategically positioning the new entity as a leading Canadian wound care company. Attained a CAGR of 12% from 2009-2013.
- Led the creation of the Johnson & Johnson advanced wound care sales organization with an annual growth rate of 18%. Provided strategic leadership for several surgical medical device franchises.
- As a senior finance professional with Johnson & Johnson held several key roles resulting in exceptional process improvements and the creation of a marketing finance business consultant role.

### PRIOR EXPERIENCE

- The Osborne Group
  - Canadian Urban Institute
  - RegenMed
  - New Haven Learning Centre
  - Mecsmart Systems
- Smith & Nephew – Business Unit Director, Advanced Wound Care
- Avena Foods – CEO
- Systagenix Wound Management – General Manager Canada
- Johnson & Johnson – Director of Marketing and Sales, Women's Health/AWM

### QUALIFICATIONS

- Chartered Accountant Designation CPA(CA) Ontario
- University of Waterloo-Honors Bachelor's Degree Mathematics - Accounting Minor
- Development: Sales and Leadership programs including: Integrity selling, SPIN selling, Challenger Program, Matrix Selling, Insights Group Profiles, Global Leadership Development

