

## ALLEN L. EHRLICH

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### MEDICAL DEVICE COMMERCIAL EXECUTIVE

Medical device executive with demonstrated success in product management, marketing, sales, distribution, sales operations, and leading teams in the medical device, diagnostic, therapeutic, digital health, and life-sciences, and industries. I have a passion for commercializing products, understanding the voice of the customer and leading sales and marketing processes. Managed product lines with sales of \$20 MM to \$250 MM, launching over 60+ new products including exam gloves at Safeskin and CPAP masks at ResMed driving four brands to #1 market share. Strong leadership, communication, decision-making, and problem-solving skills. Commercial experience in:

- Global Product Management
- Sales and Sales Operations
- Go-to-Market Strategy - OTC and B2B
- Business Development and Channel Distribution
- Marketing Strategy and Tactics
- Executive Management
- Cross-functional teamwork and communication
- Marketing and Sales Programs
- Sales Enablement (CRM, SharePoint, iPad, e-store)
- International (Australia, Asia, Latin America, Europe)

### MAJOR ACCOMPLISHMENTS

- **Global Product Management/Marketing/Sales:** Managed medical device product lines with sales over \$250 Million, launching over 60+ new products driving four brands to #1 market share.
  - **Products:** Direct experience with exam and industrial gloves at Safeskin and Logic Ventures, disposables, capital equipment, sleep, respiratory, anesthesia, orthopedic soft goods, asthma, wound care, surgical, ophthalmology, medical and industrial gloves, oxygen, infection control, ENT, gastro, aesthetics, dermatology, diagnostics, and therapeutics.
  - **Revenue Growth:**
    - Increased ResMed mask revenues from \$45 MM to \$257MM (25% CAGR) in 6 years growing market share from 35% to 50% and #1 share and less than 5% decline in ASP.
    - Increased Safeskin medical exam glove revenues from \$93 MM to \$170 MM and #1 market share from 24% to 29%.
  - **Distribution Partnerships:** Secured partnerships at Sommetrics for an innovative Sleep OSA and acute care products with market leaders in the industry. Set up distribution in home care and hospital for the TriggerNeb® High Performance Reusable Nebulizer into fourteen countries resulting in company being sold.
    - Expert on distribution into the acute care market (GPO, IHDN, hospitals) for exam gloves, home care market(DME/HME for orthopedic soft goods, mobility and sleep/respiratory), e-commerce for sleep, mobility, soft goods), drug and pharmacy, long-term care, and other channels.
  - **International:** Developed new medical device markets at ResMed with sales growth in Latin America from \$2MM to 14MM and Canada from \$20MM to \$35 MM.
  - **Strategic Initiatives:** Led sales/marketing initiatives including internet channel policies, content development, launch of a new e-commerce store, deployment of iPad's and Salesforce.com CRM.
  - **High Performing Teams:** Scaled a team of five in product marketing, built the sales operations team from 4 to 14, established a market research department and first business (non-IT) function in Malaysia.
  - **Awards:** 5 President's Club Awards and Key Contributor Award (2003-2009) for sales of ~\$966 MM at ResMed. Contributor of the Quarter at Kimberly-Clark Healthcare.
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## PROFESSIONAL EXPERIENCE

### **EHRlich CONSULTING GROUP, INC. – San Diego, CA**

**10/2022 – present**

*Strategic and tactical commercial business adviser to medical device, diagnostic and life-science companies.*

- Expert specializing in commercial product marketing, marketing strategy/tactics, sales/sales operations, and distribution providing hands-on, insight driven, results oriented approach for client companies.

### **BEECH HEALTH, INC. – Charlotte, NC and San Diego, CA**

**2/2022 – 10/2022**

#### **Chief Executive Officer (CEO)**

- Beech Health is an early stage, privately held company developing the next generation of cloud connected, portable, non-invasive ventilation solutions for COPD, CLD and other respiratory diseases.

### **EHRlich CONSULTING GROUP, INC. – San Diego, CA**

**7/2019 – 2/2022**

*Strategic and tactical commercial business adviser to medical device, diagnostic and life-science companies.*

#### **Principal and CEO**

- Expert specializing in commercial product marketing, marketing strategy/tactics, sales/sales operations, and distribution providing hands-on, insight driven, results oriented approach for client companies.
- Healthcare verticals include homecare, hospital, long-term care, sleep, respiratory, ventilation, durable medical equipment (DME), anesthesia, orthopedic soft goods, asthma, COPD, wound care, surgical, ophthalmology, ENT, Gastro, aesthetics, infection control, surgery, women's health, and mobility.
- Products include disposables/consumables, medical and industrial gloves, PAP, home sleep testing, nebulizers, oxygen, robotics, surgical pack and gowns, central service supplies, diagnostic test kits for sleep and STDs, implantable, blood-warming device, and medication delivery products.

### **COHERO HEALTH – San Diego, CA**

**7/2018 – 6/2019**

*A digital health company transforming respiratory disease for asthma and COPD with smart mobile technology.*

#### **Vice President, Marketing**

- Drove commercialization of our technology by leading marketing, product management, and sales operations.
- Launched the BreatheSmart® DTx Direct-to-Consumer (DTC) initiative, which consists of a digital mobile app and Bluetooth connected HeroTracker® sensors that motivate and educate consumers, health care providers (HCPs), and caregivers to adopt behaviors to improve patient outcomes.

### **SOMMETRICS, INC. – Vista, CA**

**1/2017 – 6/2018**

*Privately held company focused on anesthesia and respiratory products for sleep and airway management.*

#### **SVP/General Manager, Sleep Division**

**9/2017 – 6/2018**

#### **Vice President, Acute Care Division**

**7/2016 – 9/2017**

- Worked with Sommetrics to help identify distributors for the acute care product and prepare commercialization sales and marketing materials. Hired as Vice President, Acute Care in 2017.
- Commercialized a sleep apnea device in Canada by signing a distribution agreement with Avant Sleep while building a franchise for a sleep apnea device that will support profitable, commercial sales.
- Signed a global distribution agreement with Smiths Medical, Inc. and commercialized aerFree, a non-invasive external airway support for mild to moderate sedation procedures.

**12/2012 – 7/2016**

**EHRlich CONSULTING GROUP, INC. – San Diego, CA**

*Strategic and tactical commercial business adviser to medical device, diagnostic and life-science companies.*

**Principal and CEO**

- Expert specializing in commercial product marketing, marketing strategy/tactics, sales/sales operations, and distribution providing hands-on, insight driven, results oriented approach for client companies.

**LOGIC VENTURES, USA - San Diego, CA**

**12/2014 – 2/2022**

*Self-funded start-up selling innovative high-performance aerosol nebulizer into acute and alternate care markets.*

**Partner/Investor**

- Selling, marketing, and sourcing medical and industrial exam gloves from March 2020 to December 2021 during the COVID-19 crisis. Activities included sales and marketing, sourcing gloves, contacting customers, providing glove specifications to customers and suppliers, ensuring proper regulatory standards followed, import/shipping, and pricing of glove products for our customers.
- Commercialized the TriggerNeb® High Performance Reusable Nebulizer into fourteen countries resulting in sales growth higher than anticipated. FDA 510(k) Cleared/CE Marked with patented technology to improve patient outcomes with higher output, faster treatment time, and reduced cost of care.
- The company was acquired in November 2019 by Flexicare Limited to add to their portfolio of products.

**RESMED CORPORATION – San Diego, CA**

**2003 – 2012**

*A public company of cloud connected diagnostic/therapeutic medical devices for sleep and other chronic diseases.*

**Director, Sales Operations**

**2009 – 2012**

- Chief of Staff to the senior sales management team for a sales force of 150 people. Managed a team of fourteen employees to support revenue growth including establishment of the first business function in Malaysia.
- Directed and launched a new e-commerce store. Revenues increased 33% to \$75 MM (12% of sales) in 2 years.
- Managed sales incentive programs and commission compensation programs. Sale incentive programs (Goal Quest) to “Move the Middle” resulted in a 17:1 ROI return and \$4.6MM in incremental revenue.
- In 2012, exceeded target goal for Continuous Improvement of 20% by savings over \$400,000.
- Revamped the Runzheimer car program keeping costs flat at \$1.2 MM/year by saving 25%/driver.
- Developed and administered internet channel policies in the US and Canada monitoring 500+ websites resulting in pricing compliance by our dealer network.

**Director, Product Management, CPAP and Ventilator Masks**

**2003 – 2009**

- Directed the marketing strategy and product management for the Americas mask product portfolio, which represented 70% of mask global revenue and #1 share in two product segments.
- Increased revenues from \$45 MM to \$257MM (25% CAGR) in 6 years growing market share from 35% to 50%.
- President’s Club Awards in 2004, 2005, 2007, 2008 and 2009.
- Significant Contributor Award for contributions for mask sales of \$966 MM and 12.3 MM masks in 6 years.
- Introduced 16 new mask products to drive new revenue including Mirage Swift generating \$75 MM in 7 months.
- Marketed the first women’s mask in the market, Swift LT for Her, growing sales by \$23.5MM (22%).
- Co-developed ‘Better Together’ advertising campaign recognized by industry and investor community.
- Developed sales growth in new markets, Latin America (\$2MM to 14MM) and Canada (\$20MM to \$35 MM).
- Led, coached, and mentored a highly effective team of four product managers and market researcher.

## PREVIOUS PROFESSIONAL EXPERIENCE

**THINK OUTSIDE, INC.**, Director of Product Marketing, Carlsbad, CA

A developer (privately owned) of mobile accessory products for handhelds, Smartphone's and cellular phones.

### ***Director of Product Marketing***

- Led and managed new product development for the Stowaway® Portable Keyboard product line.
  - Generated revenues of over \$40 MM (2 MM units) and 30 models sold in the US, Germany, and Japan.
  - Led cross-functional teams in developing hardware and software computing solutions.
- Managed product relationships with key marketing partners (Palm, Sony, HP, Fellowes, Targus, and Motorola).
- Collaborated with suppliers in Taiwan, China and Hong Kong on product development, fulfillment and distribution.

**SAFESKIN CORPORATION**, Strategic Marketing Manager/Product Manager, San Diego, CA

A marketer (NASDAQ: SFSK) of medical exam/industrial gloves for the medical and high-technology markets.

### ***Strategic Marketing Manager/Product Manager***

- Led and directed a portfolio of medical device examination glove products for global markets. Increased medical revenues from \$93 MM to \$170 MM and #1 market share from 24% to 29%.
- Launched the company's first powder free nitrile exam glove and vinyl exam gloves during my tenure.
- Activities included product development, defining product requirements for each exam glove, ensuring proper testing completed in accordance with FDA glove guidelines and ASTM standards, input into regulatory submission to FDA, and commercial launch into the market including sales, marketing, pricing, distribution, meetings with customers and educating consumers on the types of gloves. I was also involved in sourcing, forecasting, and shipping gloves from Asia to the US.
- Launched 14 products driving #1 market share in two product segments generating revenues of over \$35 MM.
- Led, coached, and managed a team of 3 product managers.
- Grew revenues to \$.75 MM in one year managing medical gloves to third party manufacturers (OEM).
- Directed product development/manufacturing activities in Thailand/Malaysia/China.

**KIMBERLY-CLARK CORPORATION**, Product Manager/Sales Representative, Atlanta, GA

A marketer (NYSE: KMB) of medical device surgical drapes, gowns and sterilization wrap.

### ***Product Manager/Sales Associate***

- Developed and marketed disposable Class II medical device surgical products (drapes/gowns).
- Increased incremental sales by 9% or \$15 MM and market share from 21% to 23% by creating and implementing a "Best Practice" marketing program for utilizing surgical drapes and gowns.
- Kimberly Clark Contributor of the Quarter – 1Q95.

**ERNST AND YOUNG**, Senior Accountant, Atlanta, GA

A "Big 8" service firms providing tax, audit and consulting services.

**Senior Accountant, CPA Certified**

## EDUCATION

**Master of Business Administration – Marketing**, Indiana University Kelley School of Business

**Bachelor of Science – Accounting**, Indiana University Kelley School of Business

**International Business Program** – Tilburg, the Netherlands

**Certification** - CPA Certified, Georgia

