



Richard Morgan Moss



40 Boroughbridge Rd, Knaresborough, North Yorks, HG5 0NJ, UK.
+44 7824 533052 (Mobile); rmoss1966@gmail.com

SENIOR EXECUTIVE

28 years' medical device experience successfully building profitable and sustainable organizations via powerful leadership, strategic execution and endless innovation in a highly competitive environment.

A customer-focused, results-oriented leader with a strong track record of top performance in a high paced organization. Superior interpersonal skills, capable of resolving multiple and complex business issues, while motivating staff to peak performance. Long track record of generating outstanding financial results consistently, effectively and efficiently. Additional areas of expertise include:

- P&L, Balance Sheet, Cash Flow Management
- Finance, Budgeting, & Cost Management
- Sales, Marketing and Business Development
- Product Development Management
- Manufacturing & Operations Management
- Quality/Regulatory & Clinical Management
- Human Resources Management
- Legal & Compliance Management
- Distribution Management
- M&A Execution/Integration
- Strategic Plan Development
- Global Market Coordination
- Organizational Design
- Entrepreneurial Innovation
- Team Building & Retention
- Change Management

PROFESSIONAL EXPERIENCE

Chief Commercial Officer & Executive Vice President

Thoragenix Innovations Inc. Boca Raton, FL **Sept 2022 to Present**
Officer of the company and responsible its global commercialisation efforts.

Managing Director & Chairman - SI-Bone UK Ltd. Knaresborough, UK.

Dec 2015 to Sept 2022

A Director with full P&L responsibility for all aspects of UK & Ireland operations, SI-Bone are a US publicly traded medical device company with a Market Cap of \$550 million, formed in 2009 to treat sacroiliac joint dysfunction.

Notable Accomplishments:

- Served as UK Board Chairman and Managing Director
- Launched SI-Bone direct UK operations in 2016
- Achieved over 40% year on year growth every year since 2016
- Achieved NICE MTG (39) Approval - iFuse for treating chronic pain
- Increased ASP £ by 64% between 2016 and 2021

- Achieved NICE IPG (578) Approval – Minimally invasive sacroiliac joint fusion surgery for chronic sacroiliac joint pain
- iFuse is only implant to be named on NICE lower back pain pathway.
- Commissioned cost effectiveness paper "Minimally Invasive Sacroiliac Joint Fusion with Triangular Titanium Implants: Cost-Utility Analysis from NHS Perspective" recently published PharmacoEconomics - Open.
- iFuse is now available in all UK private hospital groups and covered by all private insurance companies.

Vice President (International)

Aurora Spine Inc. Carlsbad. US

Jan 2013 to August 2015

Managing Director

Aurora Spine Europe Ltd. Harrogate, UK.

Jan 2013 to August 2015

Full P&L responsibility for all international operations of Aurora Spine, a Canadian public company with a market cap of \$29 million focused on minimally invasive spinal technologies, engaged to plan and implement international strategic launch.

VICE-PRESIDENT - International

Doctors Research Group Inc. – Southbury, CT

Jan 2009 to Dec 2012

A privately held start up US Ortho-biologics company producing a novel osteo-conductive adhesive, called Kryptonite. I had full P&L responsibility for all operations outside the US.

Notable Accomplishments:

- Lead international strategic regulatory plan, milestones other than receiving the CE mark are approvals in Russia, Australia, Canada, Brazil, Mexico
- Championed Reimbursement plan, gaining public reimbursement in Australia and Turkey
- Working with our Surgeon KOL's Clinical Trails, Canada, Italy and Switzerland
- Designed and implemented Surgeon and Sales Training Programme
- Segmented distribution channels to reflect the Multi-platform nature of business units (Spine, Orthopaedics, CMF, Cardiac)
- Structured and implemented global partner deals with major multi-national Cardiac and CMF companies.
- Launched use of Kryptonite in Sternal closures, a unique application within the biologics space
- Built international organization from scratch, an in-market team of 2 Directors and 3 Sales/Marketing Managers, 3 Clinical Support Managers plus a team of 10 operational staff in the US and 50+ distributors

Director of Sales (Europe)

TranS1 Inc. Wilmington NC.

Jan 08 to Nov 08

A NASDAQ listed held US medical device company with a maximum market cap of \$470 million focused on developing innovative, minimally invasive surgical procedures for the

treatment of lower back pain. Was responsible for all sales and marketing activities in Europe.

Director of Sales (EMEA)

ArthroCare Europe AB. Stockholm, Sweden

Jan 02 to Dec 07

ArthroCare were a US publicly held multi-business medical device company, that was acquired by Smith&Nephew for \$1.5 billion in 2012. It marketed products based on its internationally patented Coblation technology. This platform technology precisely dissolves target tissue and minimizes damage to surrounding, healthy tissue. I held revenue and spending budget responsibility for the Sports Medicine business unit within the whole of the EMEA region a business unit of approx. \$50 million.

Global Sales and Marketing Manager

Atlantech Medical Devices Ltd, Harrogate, UK

Sept 1998 to Dec 2002

A privately held developer and manufacturer of Arthroscopic implants and instrumentation founded in 1995 and based Harrogate, UK. They were acquired by ArthroCare in 2002 for \$35million. I reported to the founder and managing director, with the primary responsibility of driving global sales growth through our direct businesses and distribution channels. Secondary responsibilities included sales training for direct and in-direct staff, surgeon training, co-ordination of product registration in international markets.

Regional Sales Manager - North of England

Rociale Medical, Cambridge, UK

Sept 1996 - to Sept 1998

A Cambridge based £25 million turnover privately held manufacturer of customized procedure and woundcare packs, I was responsible for sales in the North of England.

Sales Representative - Yorkshire

Uniplex Medical Ltd, Sheffield, UK

July 1995 to Sept 1996

A Sheffield based distributor and manufacturer of surgical instruments, reporting into the Managing Director. I was responsible for sales in the Yorkshire and North East region.

Prior to July 1995 worked as Civil Engineer in various Engineering companies throughout UK.

EDUCATION

Nottingham Trent University - B Ed Mathematics (1992 to 1993)

Sheffield Hallam University - B Eng Civil Engineering (1986 to 1990)

NE Wales Institute of Further Education -OND Civil Engineering (1982 to 1984)

St David's Comprehensive School, Wrexham, N Wales (1977 to 1982)
- (8 O Levels including English and Maths)

PERSONAL ACHIEVMENTS

Received University colours for 1st XV Rugby on two separate occasions after winning National University Rugby Championships, played semi-professional Rugby for Sheffield and Otley Rugby Clubs. In my youth I was an avid hill walker, notable achievements were climbing the Three Peaks in under 24 hours, completing Pennine Way and Lyke Wake Walk. More recently I am a fund raiser for the Danny Porter Foundation a charity focused on raising awareness the rare cancer Adenoid Cystic Carcinoma.

INTERESTS

Include playing / watching rugby, mountain/road biking, running, reading, travelling and most importantly family.

VOCATIONAL INTERESTS

Since 2019 I have been a Parent Governor at St Mary's RC Primary School, Knaresborough with specific responsibility for Finance, Health and Safety and Mathematics.

CAREER GOAL

My goal is to move into a position as Chief Executive or Managing Director within a dynamic forward thinking medical device company, I am a natural leader and relish the opportunity to use my experience to help shape the future of a company and its shareholders.

References available upon request