

# JUSTIN ROWLAND

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## SUMMARY

- Personable, **business development** leader synergizing an **engineering, tech-savvy** background with an int'l business degree.
- Adept in **all aspects of medical device product development**, understanding the multitude of needs to launch a new device across regions in US and EU.
- Experienced in **high-value B2B** sales with focus on new contracting projects.
- Consulted or contracted on projects with **dozens of medical device companies**, big to small.
- **Thought leader** in medical device industry, providing content for various platforms or channels every month.
- Regularly attends professional conference/tradeshows (~12 annually).
- Evaluated **dozens of med tech startup pitches**, either formally or I-I informally.
- Studied or worked **abroad 4 occasions** in Europe or Asia.

## EXPERIENCE

### Kapstone Medical

*Vice President of Business Development*

*Director of Business Development*

*Business Development Manager*

**Charlotte, NC**

May 2022 – Dec 2024

Jan 2020 – May 2022

Jul 2018 – Jan 2020

- Authored or approved **all new project proposals** (60% CAGR) for contract development services including engineering, quality, regulatory, IP, business strategy, and manufacturing for customers of all sizes. Engaged SMEs when appropriate to support.
- Implemented a **sales and marketing hub** that included reporting, lead tracking, email campaigns, ABM-based sales campaigns, website hosting, blogs, landing pages, contact database, and automated workflows for both sales and marketing processes.
- Oversaw **marketing efforts** (team of 6) to publish monthly content (blogs, newsletter, LinkedIn posts, webinars, case studies, events), launch an on-going targeted ad campaign, create marketing and sales enablement assets, and support an ABM strategy.
- Led company brand imaging, tradeshow presence (increasing from 3 to 13 annually), and online appearance to promote company thought leadership, unique offerings, and culture to **increase brand awareness** and **unlock new project opportunities**.
- Grew formal partnerships from zero to 10 and managed partner strategy, including implementing partner CRM pipelines and collaborating on content creation and event hosting to **drive referral new business** with 40% YOY growth.
- Optimized **sales operations** continually to measure KPIs (such as revenue closed, deals created, proposal creation time, average deal size, lead sources, etc.) and guided the team to improve these metrics on a monthly, quarterly, and annual basis.

*Sr. Project Engineer & Project Manager*

Jul 2018 – May 2022

- Led multi-disciplinary product development team for novel implant system from **concept through launch**, including **successful** FDA pre-submission, 510(k) submission, and manufacturing runs, while supporting initial surgeries at multiple hospitals.

*Marketing Manager*

Jan 2014 – Aug 2015

- Implemented budget-sensitive MS Dynamics-based CRM solution to categorize and segment 2500+ contacts allowing for improved marketing communications, lead tracking, and prospect conversion.
- Supervised external marketing team of 6 resources for all efforts ranging from tradeshow exhibiting to social media presence.

*Design Engineer*

Jan 2013 – Aug 2015

- Mapped an entirely new process flow chart for an innovative, patient specific device while monitoring evolving regulations.
- Strategized best design pathway via reverse engineering and benchmarking for new knee system considering market research.
- Navigated U.S. regulatory clearance process for foreign client's first product (one-of-a-kind spinal device).
- Facilitated all design and quality system project requests for client composing 25% of company revenues.

### TightLine Development

**Atlanta, GA**

*Sr. Project Engineer*

Sept 2016 – Jul 2018

- Championed new product development project with scope of 2000+ existing products by seamlessly facilitating input from 6+ global manufacturing sites, various outsourced vendors, and internal marketing, sourcing, quality, & testing resources.
- Elevated client's existing product portfolio by utilizing market research, user studies, and design services to launch new products that better meet its customers' needs and lead industry trends.

## St. Jude Medical

CRT (Cardiac Rhythm Therapy) Leads Development Engineer

Sylmar, CA

Jul 2012 – Jan 2013

- Designed, fabricated, and assembled tools to support cardiac lead manufacturing and testing utilizing computer aided software.
- Developed and executed experiments to evaluate clinical performance of cardiac leads.
- Performed tests for product validation and material properties characterization.

## Stryker Osteosynthesis

Biomechanical Test Engineering Intern

Kiel, Germany

May 2011 – Aug 2011

- Created a new fatigue test setup for a humeral nail redesign; used CAD to manufacture via prototyping.
- Conducted test protocols for the evaluation of numerous medical implants and instruments.
- Analyzed and documented results in final technical reports to present to other engineers in testing or R&D.

## EDUCATION

### NC State University Jenkins Graduate School of Management

Raleigh, NC

### Aix-Marseille University Graduate School of Management, IAE

Aix-en-Provence, France

Master in Global Innovation Management (MGIM)

Aug 2015 – Aug 2016

- Multinational Industrial Company (Pentair): Identified new revenue generating opportunities via additional service offerings to customers through utilizing data associated with equipment sensors.
- Multinational Security Company (Gemalto): Identified innovative security-required use for mobile devices and, via a business model canvas, proposed its implementation to the company.

### Georgia Institute of Technology, College of Engineering

Atlanta, GA

Bachelor of Science in Biomedical Engineering (BME)

Aug 2008 – May 2012

- Senior Design Team Project: Collaborated with endocrinologists from Emory University to develop software solution to help diabetics and care providers improve patient treatment that led to start-up through tech transfer that is operating today.
- Student Leader in Student Alumni Association, American Medical Student Association, Catholic Student Organization, multiple Student Gov. Association committees. Alumni Leader in Health Professionals Affinity Group and Young Alumni Council.

## SKILLS, TECHNICAL

Prospecting and Lead Generating  
Customer Relationship Management (CRM)  
Sales Tools: Hubspot, Reveal, LinkedIn  
Forecasting, Reporting, & Budgeting

## SKILLS, SOFT

Relationship Building / Networking  
Storytelling / Empathizing  
Research / Information Gathering  
Strategizing / Planning

## CONTRACTING EXPERIENCE

**Companies:** Zimmer Biomet, Stryker, Orthofix, OsteoMed, Acumed, DJO, dozens of small-medium organizations  
**Products:** Spine (~20 projects spanning cages, pedicle screws, facet screws, rods, various posterior fixation, etc.)  
Large joint (acetabular implant/instruments, total shoulder system, tibial instrumentation system)  
Extremity (talocalcaneal implant, midfoot reconstruction system, scapholunate intercarpal system)  
Soft Tissue (suture anchor delivery system, biodegradable tack implant system)  
Trauma (wrist fracture plate, humeral fracture plate, femoral intramedullary nail)

## INTERESTS

Traveling, running, biking, swimming, hiking, piano playing, cooking, mixology