

Case 1	US to EU launch
Profile	US based Medical Device Company.
The case	Expansion into Europe with new CE-marked innovations.
The need	Market insight and proposal for positioning and distribution channels.
Delivered	Market research, competitor and pricing survey; facilitated a 2 day on site strategy MT meeting supported by a full market insight presentation. After the meeting a tactical plan has been made to capture positioning, pricing and distribution enabling the promotion of the company's portfolio in the European market as soon as regulatory approvals will have been granted.
Case 2	Sales change in non-for-profit
Profile	A Dutch not-for-profit organization (NFP).
The case	Changing a NFP to being sales oriented within a commercial market.
The need	Management understanding on how to initiate a sales orientation, in light of changing reimbursement, within the legacy of a not-for-profit culture.
Delivered	One to one interviews with the CEO, a one day kick-off session with key team members to initiate the process. Frame work set for a sales model respecting the NFP legacy yet addressing the impact of a changing market place. Company has received a budget proposal to roll-out the sales plan in 2011, pending board approval.
Case 3	Biotech commercialization plan
Profile	A European Biotech organization.
The case	Upcoming financing round; market value validation and commercial plan.
The need	Validation of market data as well as a business plan preparing commercialization by the company after product approval.
Delivered	Review report on market size. Based on the validated market opportunity, a commercial model including segmentation, geographical channels, cost and ROI assumptions has been made providing the company a blue-print to roll-out sales, post license with a breakeven in Q4 and ROI in Q6 post launch.
Case 4	Distributor roll-out plan
Profile	A Netherlands based medical equipment master distributor.
The case	Exploring options to change from direct "home market only" approach towards a multi country indirect channel.
The need	Review of the product offer in respect to international distributors, hands on roll out advice.
Delivered	Framework to position the opportunity to distributors, including templates for pricing, margins and contract.

Case 5	Non EU go/no-go European market entry decision
Profile	A NON-European company investing in Medical-Device manufacturing.
The case	Can these medical devices also be commercialized in Europe?
The need	Validation of the plan in view of European market e.g. demand and pricing.
Delivered	A market review. Recommendation to the company to change the plan and not enter as a new supplier in the saturated, price declining EU market.

Case 6	VC investment review
Profile	A European Venture Capital.
The case	Board approval to a series B financing.
The need	Validation of market assumptions used in the company's business plan.
Delivered	Insight to the market size and customer utility of the product to be developed.

Case 7	VC Biotech lead review
Profile	A European Venture Capital.
The case	Early stage lead to a Biotech investment opportunity.
The need	General understanding of market and business drivers.
Delivered	Market insight, sales trends and specifics like innovation and hurdles to market.

Case 8	Interim CEO
Profile	Company focused on design, manufacturing and global marketing Biosurgery
The case	Stagnation of progress in pipeline and revenues.
The need	Corporate change, moving towards and beyond a breakeven P&L.
Delivered	The company achieved first time profitability, doubled topline, restored pipeline.

Case 9	Post-merger integration and operational excellence advice
Profile	A Dutch not-for-profit organization (NFP).
The case	Post-merger, the organization has to establish new business practices.
The need	Create a customer focused NFP organization, ensuring not for loss operations.
Delivered	Streamlining business practices, eliminated cash bleeders, expand international.

Case 10	Business plan for Round C financing
Profile	A Dutch medical device in the cardiology / cardiac surgery segment.
The case	In spite of innovative product no sales progress beyond the launching customer.
The need	Investor requests a new business plan.
Delivered	Business plan and execution roadmap. Investor committed to provide extra funding, additional round-C funding expected to execute the new plan.



Maarten Nibbelke

Profile

Maarten Nibbelke has over 20 years senior experience in medical sales and marketing, including biopharma, vaccines, medical devices and equipment.

Following clinical work in a hospital, he started his commercial career in sales functions. In 1994, he joined Baxter as Sales Manager for haemostatics and biosurgery. He gained increased responsibilities up to Business Director BioScience Benelux and Country Manager Baxter till 2006. In 2007, he became General Manager Dirinco, medical devices and critical care equipment.

In 2009, he founded his own company, 2Medical-Europe, focused on creating business value for innovative medical products.

During 2011-2012 Maarten Nibbelke provided, as interim CCO and CEO, "strategic turnaround" leadership to Polyganics. Bioresorbable surgical devices.

In 2013 he continues the 2MEDICAL-europe activities in consultancy and interim management. Whilst building a device distribution business, including his own Clearview® endoscope warmer brand, launched in 2011.

Maarten Nibbelke received his propaedeutic degree at the Medical School from Utrecht University and his bachelor degree in Business Administration at the University of Applied Science Utrecht. In 2006 he completed the AMP at INSEAD business school, Paris.

Nibbelke received several awards for leadership, results and high growth.

Focus

Leadership, change, entrepreneurship, business planning; Medical Devices

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