

# Bryan Monroe

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Senior Executive - Medical Devices

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*Broad experience in all aspects of Research & Development, Marketing, International Business, and Sales management in the orthopedics industry. Strong background in Finance and Business Development gained during 30+ years of industry experience. Specialties: Leadership, Research & Development Management, General Management, Marketing Management, Sales Management, Product Strategy, Brand Strategy, International Sales, Business Development.*

## EXPERIENCE

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### Enovis (formerly DJO and Encore Medical)

1996 - Present

- Held multiple leadership roles spanning General Management, Research & Development, Marketing, International, Business Development, and Sales
- Was intimately involved in the acquisition and integration of several companies and products lines on multiple continents
- Launched over 50 Implant Systems
- Drove sales from \$12 million to over \$800 million

### Senior Vice President, Global Research & Development, Enovis Surgical

2024 - Present

- After acquisitions of Mathys and Lima, gained responsibility for Global R&D across all 3 divisions in 4 different countries.
- Restructured a team of over 170 engineers, project managers, drafters, and machinists to align to a singular, global product strategy.
- Responsible for the technical expertise in support of over \$800 million in business worldwide.

### Senior Vice President, Research & Development, Enovis Surgical

2014 - 2024 (10 years)

- Managed a team of 50+ engineers, project managers, drafters, machinists, co-ops, and outside technical support
- Streamlined the Product Development Process to reduce time to market from approximately 36 months to an average of 18 months
- Over 90% of Division Revenue came from products launched while in this role
- Lead an effort to strengthen our internal processes, working with Clinical and Regulatory Affairs, to prepare for the Medical Device Requirements in Europe
- Developed a dashboard, metrics, and an operational cadence for New Product Development process that ensured product timelines and cost targets were maintained
- Drove sales from \$100 million to over \$360 million during this time

### Senior Vice President, General Manager, DJO Surgical

2008 - 2014 (6 years)

- Responsible for the P&L of the Surgical Division of DJO Global
- Directly managed the Marketing, Sales Management, Research and Development, Clinical Affairs, Sales Administration, National Accounts, and Sales Training teams
- Responsible for the strategic direction and overall priorities of the division
- Redesigned our go-to-launch strategy from the ground up, with improved value propositions, messaging, and collateral materials
- Focused our efforts on our Extremity business, which grew over 30% annually during this time
- Drove sales from \$65 million to over \$100 million during this time

### Vice President, US Sales and Global Marketing, Encore Medical

2006 - 2008 (2+ years)

- Responsible for domestic sales and world-wide marketing activities for the division
- Managed a department of 25+ people, including Marketing, Sales Management, Sales Administration, National Accounts, and Training
- Determined the strategic direction of the division and set priority for all new product development projects, based on market trends, field input, and return on investment
- Drove sales from \$60 million to over \$65 million during this time

### Vice President, Global Marketing, Encore Medical

2005 - 2006 (1+ year)

- Responsible for world-wide marketing activities for the division
- Managed a department of 10 people, including 6 Product Managers, 3 Marketing Communications personnel, and a Marketing Assistant
- Worked closely with domestic and international sales forces to determine market requirements and implement the required programs to meet those needs
- Programs helped drive sales from \$55 million to over \$60 million during this time

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Vice President, Global Marketing and International Business, Encore Medical 2003 - 2005 (2 years)

- Responsible for all marketing activities in addition to managing all international sales and business development activities
- Initiated broad scale training program for Reverse Shoulder Prosthesis resulting in the fastest growing product in company history
- Worked closely with international distributors in Japan, Germany, Greece, France, Saudi Arabia, Turkey, and Italy, in addition to pursuing business development activities in other countries
- Drove business from \$45 million to \$55 million annually during this time
- International business doubled during this time to over \$9 million

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Director, Marketing, Encore Medical 2000 - 2003 (3 years)

- Managed Product Management and Marketing Communications teams
- Created brand awareness by altering the logo and brand for the company, driving the development of style guides, and developing a new look for the product literature and sales materials
- Programs helped drive business from \$30 million to \$45 million annually during this time

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Product Manager, Knees and Spine, Encore Orthopedics 1996 - 2000 (4 years)

- Responsible for all marketing activities associated with Spine and Knee products from the ground up, including product specifications, design requirements, forecasting, profit and loss analyses, and project budget requirements

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**Stryker** 1993 - 1996 (3 years)

Project Engineer - Stryker Instruments

- Responsible for complete leadership of the cement removal system project including project scheduling, identifying product functional specifications, maintaining project budget, managing project suppliers, setting project objectives, and directing project team members efforts
- Responsible for maintaining documentation through the design phase of various projects, including drawings (Pro/Engineer), Fault Tree Analyses, FMECA's, BOM's, MAP's, and other GMP requirements

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## EDUCATION

**University of Iowa** 1993

MS, Biomedical Engineering

Master's Thesis: Interlaminar Shear Stresses as a Cause of Disc Degeneration with Age: A Nonlinear Composite Finite Element Analysis

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**University of Iowa** 1991

BSE, Biomedical Engineering

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## CONTINUING EDUCATION

**University of Chicago, Booth School of Business** 2006 - 2009

- Strategic Marketing Management - Apr. 2006
- Financial Analysis for Non-Financial Managers - Aug. 2006
- Finance for Executives - Jun. 2009

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**Ken Blanchard Co.** 2014

- Situational Leadership

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**Center for Creative Leadership** 2019

- Leading for Growth

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## HONORS

**"Bryan Monroe Engineering Excellence Award"** September 2021

In recognition of my 25 years of contributions to Enovis, our annual top engineering award in the division will henceforth have my namesake.

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**US Patent 5,843,086** December 1998

United States Patent and Trademark Office

Thermal Bone Cement Removal System with Tissue Protector