

GINETTE AKOKA-NEHAMKIN

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INTERNATIONAL MARKETING/BUSINESS DEVELOPMENT

Over 20 years' global marketing experience driving strategic growth and market visibility for emerging medical technologies and start-up organizations. Skilled in impacting revenue growth through development of multi-cultural business relationships and alliances. Highly creative, persuasive and able to achieve results others believed to be impossible.

Demonstrated success record in:

- Strategic planning & multi-cultural partnership building
- Identifying and managing international distribution channels
- Driving market adoption irrespective of product line
- Implementing creative initiatives impacting sales performance
- Motivating distribution channels to peak performance levels
- Distilling value, overcoming objections and securing deals in multi-cultural environments
- Building, managing and positioning global brands

CORE COMPETENCIES

- International Business Development
- Multi-Cultural Partnership Building
- Distribution Channels Management
- International Marketing
- Global Brand Management
- Product/Clinical Marketing
- Competitive Positioning
- Market Penetration
- KOLs Development

MARKET/INDUSTRY EXPERIENCES

- Diabetes
- Gastroenterology
- General Surgery
- Gynecology
- Interventional Cardiology
- Minimally Invasive Surgery
- Spine
- Transplant
- Urology

PROFESSIONAL EXPERIENCE

G. Associates

6/07 – Present

International Marketing/Business Development – Market development programs for start-up organizations with emerging technologies; Development & Management of international distribution channels for US companies; Marketing/Branding programs for international companies.

Thompson Surgical Instruments; Traverse City, MI (Transplant, General Surgery/Vascular, Spine)

International Marketing/Business Development; Management of 40+ international partners; driving new revenue growth (over 25% during 2009 economic crisis) and increasing market share. Identification and development of new partners with spine focus. Assessment of market strengths of distribution partners leveraging core competencies, reactivating dormant partners and increasing sales potentials with key markets through competitive programs; Development of new global brand programs, marketing and training initiatives..

Endosense, Geneva, Switzerland (Electrophysiology; Atrial Fibrillation)

Developed marketing and clinical collaterals, web site and managed US company's presence at Heart Rhythm Meetings.

Endogastric Solutions, Redwood City, CA (Gastroenterology)

European distribution research and marketing projects.

Vitalcare Medical, Israel (Cardiology Diagnostic Software)

Developed brand, web and marketing collaterals; conducted competitive analysis for positioning and branding.

NDS Surgical Imaging (OR Imaging/Integration Technologies)

9/05- 5/07

Marketing Director – Responsible for branding, product marketing, marketing communications, public relations, market research.

- Re-branded 10 years' old OR imaging, strengthening industry presence
- Designed over 20 new product marketing collaterals
- Managed 15-20 yearly multi-specialty trade shows' programs, with new brand identity
- Developed co-marketing partners, lead generation programs leading to increased revenues

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Results-focused International Marketing/Business Development Professional

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CONOR MEDSYSTEMS (Drug-Eluting Stents); a Johnson & Johnson Company 9/03-3/05*Marketing Manager* – Responsible for initial marketing efforts from early stage through IPO.

- Designed early product and clinical marketing collaterals
- Managed global exhibit and conference programs
- Developed training materials for international distribution partners
- Supported corporate marketing activities

LUMENIS (Laser Technologies); Formerly Coherent Medical 1/02-3/03*Sr. Marketing Communications Manager* – Responsible for branding and product marketing initiatives of the surgical division, encompassing the Gynecology, ENT, Urology markets.

- Redesigned 15-20 product marketing collaterals, establishing new brand identity
- Managed 20-30 lead generation programs, resulting in enhanced sales
- Launched advertising campaign for BPH procedure
- Developed training tools, helping drive new surgical applications

VASONA SYSTEMS (A Compuware Company); Internet Healthcare Information Technologies 5/98-1/01*Director, Marketing Communications* – Responsible for marketing, training and public relations programs.

- Launched extensive lead generation programs, resulting in 90% potential business opportunities
- Created innovative web-based product demonstrations and customers' training tools
- Managed 10+ tradeshows; Developed media awareness of web-based application for managed care
- Conducted extensive market research

ORIGIN MEDSYSTEMS, Division of Guidant Corporation (Minimally Invasive Surgery) 9/93-4/98*International Marketing Communications Manager* – Responsible for international marketing from early stage to expansion (85+ markets, 50% of company revenues).

- Implemented 40+ global product launches
- Managed 15+ annual international tradeshows
- Designed, localized 100+ multi-lingual marketing, sales, training tools
- Managed 50+ yearly clinical, sales, product training programs
- Pioneered extensive alliances with international partners and worldwide KOLs.

LIFESCAN, A Division of Johnson & Johnson (Blood Glucose Monitoring) 1/88-8/93*International Marketing Associate* – Responsible for international marketing activities from early stage to expansion

- Localized 500+ multi-lingual marketing, training, product packaging materials in 15+ languages
- Managed 10+ yearly international tradeshows
- Implemented 20+ product launches

CEMAX, A Division of KODAK (Medical Imaging) 1/86-12/88*Marketing Specialist* – Responsible for development of marketing communications programs & collaterals**BRIDGE COMMUNICATIONS, A Division of 3 Com (Local Area Networks)** 3/84-12/85*International Marketing Associate* – Responsible for marketing communications programs from early stage to market expansion

EDUCATION

MA English/American Literature; University of Aix-En-Provence, France

AA International Business Translation; University of Bordeaux, France

Extensive Marketing/Sales Courses at Mission, De Anza Colleges

ADDITIONAL

Fluent in French (native), Italian, Spanish, Hebrew; Basic in German, Portuguese, Russian, Japanese