

## Aaron Green, Ph.D.

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**SUMMARY OF QUALIFICATIONS:** Uninhibited Executive, Technologist and Entrepreneur with a passion for strategy and product development. Accelerating innovation and time to market in med device and cannabis industries (ISO 13485, ISO 17025, ISO 9001). First hire at Neural Analytics, a medical device company in Los Angeles commercializing the world's first autonomous robotic ultrasound system. Consultant with Pacific Star Labs, a contract research organization in Los Angeles helping clients with production issues and testing.

### BUSINESS DEVELOPMENT:

- Led strategic initiative to apply ultrasound tech to unchartered clinical area after Board decided to pivot.
- Ran operations for clinical study that unlocked \$4.5M in federal funding (NSF and NIH).
- Partnered with regional physicians to grow a clinical study from zero to 2,500 subjects in two years.
- Spearheaded military partnerships in SoCal that led to \$20M in DoD grant funding.
- Established medical device distribution network and logistics center in EU and Middle East.
- Exceeded first year EMEA sales targets by 100% bringing total company bookings to quota.

### MARKETING & PRODUCT MANAGEMENT:

- Formulated beachhead commercial strategy for launch of autonomous robotic ultrasound platform pivoting from focus on ischemic stroke detection and triage (complex) to right-to-left shunt screening (low-hanging).
- Developed and launched two (2) Class II medical devices in both the US and EU (510k and CE Mark).
- Spearheaded KOL management program and recruited 8 KOLs to drive adoption and steer development.
- Generated 225% YoY product revenue growth leveraging grassroots launch and PR/media campaigns.

### FUNDRAISING:

- Closed \$15M in equity financing from institutional and angel investors over two rounds.
- Led investor relations and communications for cap table with 150+ stakeholders.
- Curated due diligence vault and standardized content to increase deal flow by ~3x.
- Identified Series B lead investor and brought them to the table. CEO subsequently closed \$22M round.

### FINANCE & OPERATIONS:

- Transitioned large cap table with complex financial instruments from Excel to cloud-based platform.
- Led company through private (AICPA) to public (PCAOB) accounting standards transition.
- Grew company headcount 400% adding 40 employees with 3% YoY turnover (Glassdoor rating of 4.8).
- Led leasing and buildout of headquarters at 40% market rates saving the company \$400K per year.
- Directed headcount reduction of 20% in order to extend runway and ensure solvency leading into Series A.
- Led audit preparations and CAPA resolution in ISO 13485 and ISO 17025 environments.

### WORK HISTORY:

#### Principal

Iridium Consulting

Nov. 2019 to Present

#### Global Marketing Director

Neural Analytics

Nov. 2018 to Nov. 2019

#### Commercial Director - EMEA

Neural Analytics

Aug. 2017 to Nov. 2018

#### VP of Finance and Operations

Neural Analytics

Dec. 2015 to Jul. 2017

#### Director of Strategic Partnerships

Neural Analytics

Jan. 2014 to Dec. 2015

#### Teaching Assistant and Graduate Writing Consultant

UCLA

Sep. 2007 to Dec. 2013

### EDUCATION:

**Doctor of Philosophy: Computational & Organometallic Chemistry** - UCLA

*National Science Foundation Fellow; German Academic Exchange Fellow*

**Bachelor of Science: Chemistry** - Simon Fraser University, Vancouver, Canada

*Canadian Society of Chemistry Silver Medal; German Academic Exchange Fellow*