

# CURRICULUM VITAE



**NAME:** BERGSMA, Peter

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**BIRTH DATE:** 26 May, 1956

**CITIZENSHIP:** Netherlands

**LANGUAGES SPOKEN:** Dutch, English, French and German

**MARITAL STATUS:** Married, 2 children

## ***Skills; International Sales Development - Diagnostic Devices***

Organize and conduct sales meetings and trainings, conduct product presentations to distributors and medical professionals, business development, provide input for producing marketing material. Manage international sales team. International product management related duties. Particular knowledge and experience in Clinical Neurophysiology.

## **RELEVANT EXPERIENCE**



**October 2008 – to date Director of Sales & Marketing** for Neurotech, a Company specialized in research and development of active implantable devices for Neuromodulation. Currently in charge of starting up marketing activities and eventually sales activities for the first CE marked device, to be sold in Europe.



**2007 – march 2008 Product Manager** for Alpine Biomed Europe in Denmark, which acquired Medtronic NeuroDiagnostics in 2007.

- Secure yearly € 2.5M in diagnostic equipment sales
- Team of 15 international sales managers in direct offices or distributors.
- Manage pricing, margins, evaluate competitors. Manage/coordinate with manufacturer product development. Organize and conduct sales/marketing meetings, and provide input for relevant sales material. Participate in international congresses and exhibits.



**2002 - 2007 Sales Development Manager** for Medtronic NeuroDiagnostics in Denmark.

- Grow from € 1M to € 2.5M in equipment sales to distributors and direct sales.
- Drive distributor sales in 20 countries (Western Europe, Asia Pacific, Middle East, 2002-2004) and 15 countries (Western Europe subsidiaries and distributors 2004-2007) by giving presentations, supporting demo's, exhibits and doing training /installation as extra support.
- Management of the relationship between Medtronic and the EEG equipment manufacturer
- Provide input for EEG marketing material, in coordination with our dedicated Medtronic NeuroDiagnostic marketing department.



**2001 - 2002 General Sales Manager** for Grass-Telefactor Europe in the Netherlands, which acquired Telefactor.

- Responsible for Europe and Middle East.
- Creating sales channels and driving distributor sales.
- Management of an office of 3 persons and \$ >1 million of sales/ year. Provide quotations, respond to tenders, coordinate installations and provide end-user training.
- organize participation in European exhibits, workshops, etc.



**1992 - 2001 General Manager WE** for Telefactor Corp.(NeuroDiagnostics), creating sales channels for unique product in WE, developing epilepsy monitoring market in Europe, and providing sales, installation and service support. Annual sales \$1-2 million (20% of worldwide sales). Located in the Netherlands.

**1991 Product Specialist Epilepsy Monitoring** for Telefactor Corp. Conduct demo's, on-site installations and end-user training. Collaborate on validation of new seizure detection software by prof. J.Gotman. Located in Philadelphia.

**1985 - 1990 Cost Center Manager** dept. of Clinical Neurophysiology of Montreal Neurological Hospital, managing staff of 15 (nurses, techs, back office). Directed by dr. P. Quesney. Located in Canada.

**1982 - 1985 Clin. Neurophysiological Technician (RET)** running 6 bed Epilepsy Monitoring Unit at Montreal Neurological Hospital. Directed by prof. P.Gloor. Located in Canada.

**1981 - 1982 Research Assistant** co-developing on-line spike/seizure detection software with validation in animals and humans. Directed by J.Gotman. Montreal Neurological Institute, Canada

**1975 - 1981 EEG Technician** at University Hospital of Utrecht (UMC) directed by prof. Storm-v. Leeuwen. Located in the Netherlands. Collaborated on research involving "non-stationarities" and FFT for the automatic analysis of EEG.

#### **Formal Education;**

- College level paramedical EEG technician certification
- Courses in computer programming and computer architecture (1975-1977)
- College level Certifications as EEG Technologist (RET) in the Netherlands and Canada
- High School in the Netherlands

#### **Company Training;**

- Medtronic provided international business ethics
- Astromed provided internal sales training in US
- Telefactor provided internal marketing training in US

#### **Hobbies;**

- Scuba diving

#### **Special Achievements;**

- Medtronic High Contributor in 2005 and 2007
- Co-author in one scientific paper and acknowledged in 8
- Winner of Stephenson award for outstanding performance as EEG Technician