



During a career that spans more than a quarter century in the medtech industry, Nancy has been responsible for developing and commercializing not only innovative but also paradigm-shifting technologies. Now, she's at it again...

Nancy M. Briefs, President & CEO

“PEOPLE ASK THE DIFFERENCE BETWEEN A ‘LEADER’ AND A ‘BOSS’ ... The *leader* works in the open, and the *boss* in covert. The *leader* leads, and the *boss* drives,” observed Theodore Roosevelt. Certainly, serial entrepreneur Nancy Briefs is a remarkable example of the validity of President Roosevelt’s hypothesis. During Nancy’s 25⁺ years in the medical technology industry, she has been responsible for *leading* the development of *paradigm-shifting* technologies at Percardia, Vista Medical Technologies, Stryker, Target Therapeutics, Collagen, Oximetrix (Abbott) and American Edwards Laboratories. In June 2003, in the midst of her eight-year tenure as CEO of cardiovascular pioneer Percardia, Nancy’s leadership skills were duly recognized by Ernst & Young, which honored her as “New England Entrepreneur of the Year (EOY) for Emerging Companies” (she was a nominee for the *national* EOY honor too, and she served as a National Judge for EOY’s “Entrepreneur of the Year Award for Health Sciences” in 2007). The facilitator of the prosperity that underscores each of her tenures is not only her passion for science; but also her considerable talent for ‘pointing the way’, fine-tuned by the addition of new “building blocks of skills and experience”, says Nancy, at each step in her career path.

She is quick to praise the training and leadership opportunities afforded her at the onset of her professional career as a medical device sales rep for American Edwards, whose parent was American Hospital Supply (“...historic incubator of leadership talent...has spawned a remarkable number of CEO... over 150 current leaders to be exact”—Korn/Ferry International, *Executive Insight*, 2004).

“Her career has progressed in a *building-block* sort of path,” explains Mark Wan, founding partner, Three Arch Partners, which recently invested \$15 million in Elemé Medical Inc. “Nancy was very successful in sales and marketing at the outset, then progressed to significant business development achievements and then general management triumphs. There were plenty of obstacles and challenges along the way for Nancy. But she is exceptionally adept at pulling together a great team in order to foster prosperity for everyone involved.”

“I am at the best possible place for me at this particular time in my career,” admits Nancy. “I’ve learned a lot along the way that will help in establishing Elemé Medical as a premier aesthetics company. There are *millions* of women out there for whom cellulite and fat are a major concern. With our pioneering Photomology™ platform, we may be able to alleviate their concern, and you know what? That makes me feel *really good* about coming to work each day.” ■

Personal

Raised in Atchison, Kansas, the oldest of four children. “My parents instilled in us that we could accomplish anything by *working hard* at it,” she recalls. It should come as no surprise that Ms. Briefs and her husband are working hard to instill a similar ethic in their six children.

Educational

Earned an MBA at Golden Gate University (San Francisco), California’s 5th-largest private university; and, a bachelor’s degree in Business Administration and a bachelor’s degree in Psychology from Emporia (Kansas) State University, graduating among the top-12 women academically in her senior class.

Professional

Director of two companies: Elemé Medical and ProRhythm. First female Chairperson of the Medical Device Manufacturers Association (MDMA), and an inventor on four issued and three pending U.S. patents related to cardiovascular innovations. National Judge for Ernst & Young’s Entrepreneur of the Year (EOY) competition from 2004-2007.

Before Nancy Briefs would accept



the position as President and CEO of Elemé Medical, she was determined to try the Company’s SmoothShapes™ system for herself. “I had carefully reviewed the Company’s clinical study, so I knew the SmoothShapes device could in fact improve the appearance of cellulite by reducing subcutaneous fat. I was also aware that validating such a claim in the aesthetics industry with before-and-after MRI-based evidence is a rarity. So I was impressed with the Company’s technology. *But* I also had to know how the procedure would *feel* on my own body — if it wasn’t a good experience, I just wasn’t interested in leading the Company,” says Nancy. “Well, I did have the SmoothShapes procedure, so I can look physicians and consumers right in the eye and say, ‘Wow, what an incredibly *relaxing* experience and effective treatment SmoothShapes is!’ Given that nearly nine out of ten women will develop cellulite at some point in their life, it would appear that the SmoothShapes system will appeal to the needs and wants of many of these women. And we have identified other significant body-contouring opportunities for our Photomology technology going forward.”