

JOHN R. LYON

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Senior level executive with extensive experience of general management in early stage and public medical technology companies, with particular focus on international marketing strategy and distribution

Non-Executive Board Appointments: Early Stage Companies

1998 to date: **FemTek**: Diagnostics for Gynecology – Licensed to Vagisil
1998-2005: **Cryogen**: Cryotherapy for Gynecology – acquired by AMS
1999-2004: **Endonetics**: Gastroenterology system – acquired by Medtronic
1997-2006: **L-Path**: Biotech cancer therapeutic – IPO in 2006
2003-2006: **Leptos**: Neurostimulation for Obesity - VC Series B
2007 to date: **Endosphere**: Obesity implant - VC Series A

Employment History

2006 –present	<p><u>Business Development Consultant</u> Lerner Medical Acting CEO, 2007 -2009, 2012 to present. CEO, 2009-2011; Director, 2007 to 2011.</p> <p>EndoSphere Board Member 2007 to present. Consultant on international commercialization.</p> <p>MEDS Global Healthcare, Consultant 2006-2011; Acting CEO, 2011-2012.</p> <p>EP Medical Products; Gold Star Products; FemTek; BioQuiddity; EndoPodium, Endeau.</p>
1993 – 2007	<p>Vista Medical Technologies, San Diego, CA. Founder; CEO, 1993-2005; Chairman, 2001-2005; Executive Chairman, 2006 to 2007. 3-D endoscopic visualization systems for complex minimally invasive surgery, including a pioneering role in laparoscopic gastric bypass surgery for treatment of severe obesity. IPO in 1997; technology business divested in 2004. Strategic partnerships with Medtronic and Ethicon Endosurgery.</p>
2003 to 2006	<p>LEPTOS BIOMEDICAL, Inc., Escondido, CA. Chairman of the Board, 2003-06; CEO, 2005-06 Implantable neuromodulation therapy for treatment of chronic obesity.</p>
1991 – 1993	<p>COOPER COMPANIES, Lake Forest, CA.</p>

Specialty healthcare products (NYSE: COO)

1992 – 1993: **President, CooperSurgical, Inc.**

Diagnostic products and surgical instruments for women's healthcare.

1991: **President, International Division, Corporate Healthcare Group**

International distribution of ophthalmic and surgical businesses.

1989 – 1991

**ADVANCED OSSEOUS TECHNOLOGIES (AOT), Aliso Viejo, CA.
Co-Founder and President**

Developer of an ultrasonic surgical system, now standard of care in revision joint replacement surgery. Acquired by Biomet in 1992.

1983 – 1989

COOPER COMPANIES, Inc. Pleasanton, CA. (NYSE: CO

1988 – 1989: **Corporate Staff**

Executive in divestiture team for ophthalmic surgery, plastic surgery and optometry businesses (combined value of transactions: \$400 million.)

1987 – 1988: **President, International Division, Cooper LaserSonics**

Manufacturer of laser and ultrasonic surgical systems. Responsible for P&L performance of all corporate international business, including subsidiary management, foreign based sales offices, world-wide distributor network, and global business development strategy.

1985 – 1987: **Vice-President, International Division, LaserSonics**

1983 – 1985: **Vice-President, Marketing, Merrimack Laboratories.**

Pioneering surgical laser company, acquired by Cooper.

1975 – 1983

EALING CORPORATION, South Natick, MA.

Manufacturer and distributor of optics, bioscience and medical equipment.

1981 – 1983: **General Manager, Optics Division, USA**

P&L responsibility for sales and marketing of optics products in United States, Canada, South and Central America. Corporate responsibility for world-wide product acquisition and international marketing strategy.

1980 – 1981: **Corporate Marketing Manager, USA**

Responsible for world-wide marketing of optics, bioscience and medical product lines, including advertising, promotion and management of subsidiaries and distributors.

Previous positions based in the United Kingdom and France, included responsibility for European sales, marketing and general management of national subsidiaries.

EDUCATION: University of Durham, United Kingdom

LANGUAGES: Bachelor of Arts (Honours) in History
Fluent French
NATIONALITY: USA and UK (dual national)