

LimFlow

Transforming CLI

3 Things You Should Know About Dan Rose

CEO Profile

Dan joined LimFlow in August 2016 with over 16 years of leadership experience in the medical device and venture capital/startup sectors. Most recently, he was VP and General Manager EMEA for Direct Flow Medical, a leading innovator in Transcatheter Valves. Dan also spent 8 years in leadership roles at Medtronic in the cardiovascular and cardiac surgery groups. Dan has an MBA from the Darden Business School.



Dan Rose
Chief Executive Officer

1: HE IS AN AVID STRATEGIST.

"The medtech strategics have to look for growth areas in the cardiovascular space. And those are the structural heart and peripheral sectors, where they can leverage their channel and organizational capabilities. Within peripheral CLI is the area with the most opportunity. The armamentarium below-the-knee is not what it needs to be with BTK interventions still dominated by balloon angioplasties, and few patients have their CLI resolved at one year from treatment. Both the epidemiology of CV disease and Diabetes as well as longer life expectancies are driving the increasing necessity of CLI treatment. So we have a growing space that's necessary from a strategic point of view. And we have a space that is neglected, or at least has not found the technologies that are needed to treat this disease state effectively. LimFlow has something that can make a **big** difference for CLI patients who currently have no other treatment options. It's going to be very attractive and impactful for these patients and for their physicians who finally have something to offer 'no-option' patients. It's also going to be impactful for the strategic companies who are looking to grow their portfolios. Add to the mix that we aren't competing with any current or expected alternative therapies and the LimFlow opportunity is a strong play."

2: HE IS A VALUE-BUILDER.

"From a LimFlow perspective, we're in a fortunate position, albeit by design: we have our CE mark already in place with a phased market launch in Europe underway. Additionally, we have begun the first phase of our US clinical trial program. So unlike many startups, we have two birds in hand so to speak, not just one. We are very focused on taking the right steps to develop our technology and therapy within the CLI market. We know the technology works and the patients are there, but that going fast, big or wide is a question of timing and preparedness. We are an experienced team, so we're feeling confident about achieving our commercial and regulatory approval objectives, which empowers me to be bullish about our near- and long-term future. With a substantial number of strategic players and potential acquirers active in peripheral, this is a good time for us to be raising visibility and a good time to invest in LimFlow."

3: HE IS A 'NO GAMES' LEADER.

"I'm an American who's lived in Europe for a long time and have had the good fortune to manage a variety of nationalities and lead diverse international teams. We are engaged globally and need to have a global team. I have a lot of options when looking for talent, as I can work with just about anyone, as long as they are smart, direct, have a deep grasp of their role and are willing to work at the pace a startup needs. I've worked at a gold-standard medical device company, Medtronic, and gained an understanding of how it's **supposed** to be done. I also have a lot of start-up experience where I learned the value of being nimble and aggressive and when to push very hard. I like to challenge and be challenged, but I do not suffer fools or politics gladly. I encourage prospective employees to conduct their due diligence on **me**. They'll find out that I am pretty straightforward: what they see is what they get."