



CONSULTANT PROFILE ELYSE STOREY
(LIFE SCIENCES ADVISORY)

Full Name:

Elyse Storey

Title / Role:

Chief Commercial Officer | MedTech & Surgical Innovation Consultant

Areas of Expertise:

- Upstream & Downstream Product Management
- Medical Device Sales & Territory Growth
- MedTech Commercialisation & Product Launch
- Clinical Education & Surgeon Training
- KOL Development & Surgical Society Engagement
- Strategic Marketing & Brand Management
- Minimally Invasive & Robotic Surgery (MIS)
- Advanced Wound Care & Biomaterials
- Digital Health Platforms & Surgical Education
- Global Healthcare & Reimbursement Strategy
- Team Leadership & Mentorship
- Cross-Functional Project Management

Professional Summary:

A results-driven commercial and product management leader with over 15 years of experience spanning medical device sales, upstream and downstream product management, and surgical education. Elyse has built a distinguished career in the advanced wound care, hernia, minimally invasive surgery (MIS), and regenerative medicine sectors — delivering consistent revenue growth, product launches, and market expansion across the US and global markets. She combines a rare blend of deep clinical expertise and strategic marketing acumen, enabling her to engage effectively with surgeons, health systems, and MedTech organisations worldwide. Currently serving as Chief Commercial Officer at Surgery Unified, Elyse leads commercial strategy for the SurgeOn platform — a surgeon-built professional community for case sharing, collaboration, and surgical education used by 37,000+ verified surgical professionals.

Key Competencies:

Product Launch & Lifecycle Mgmt	MedTech Sales & Revenue Growth	KOL & Surgeon Relationship Mgmt
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Upstream Product Development	Clinical Education & Training	Strategic Marketing (US / Global)
MIS / Robotic Surgery Expertise	Contracting & IDN Navigation	Mentorship & Team Development

Industry Experience:

- Medical Devices (General Surgery, MIS, Hernia Repair, Wound Care)
- Regenerative Medicine & Advanced Biomaterials
- Surgical Education & Digital Health Platforms (SurgeOn)
- MedTech Commercialisation & Sales Consulting
- Healthcare Technology & European Startup Environment

Selected Achievements / Project Experience:**Surgery Unified / SurgeOn Platform**

- Drove 155% sales growth YoY and 125% surgeon user growth in year 1 as VP Global Operations.
- Designed and managed product mix to fit needs of companies targeting clinicians to add value to their healthcare practices and personal needs.
- Structured and launched six-tier sponsorship and media partnership pricing framework benchmarked against LinkedIn and HCP programmatic rates, targeting MedTech companies in UK and US markets.
- Developed a formal media partnership proposal for medical device companies and secured relationships with prestigious surgical societies.
- Built commercial pipeline across US, APAC, EMEA and LATAM; reduced deal timeline by 33%.

Cook Biotech Inc. — Global Product Experience Manager

- Designed and executed global product and sales strategies for general surgery, advanced wound, and MIS product lines, achieving 45% global growth and 55% US growth within one year.
- Led full upstream and downstream product management including new product development leadership and physician education programmes.
- Created marketing asset messaging and drove KOL development in MIS/robotic surgery globally.

BioTex Medical International — CEO & Founder

- Founded and led BioTex Medical Ltd and LLC as CEO, specialising in product development consulting and sales for medical device startups.
- Established global consulting network; launched innovative devices to the healthcare market via targeted marketing strategies.
- Achieved successful market entry, sales performance, and distribution across multiple geographies.

Education & Certifications:



- Stanford Center for Health Education — Diversity, Equity & Inclusion in Healthcare Programme
- Yale School of Management Executive Education — Women's Leadership Programme
- W.P. Carey School of Business, Arizona State University — Bachelor of Science in Marketing (Summa Cum Laude)

Regulatory / Technical Expertise (if relevant):

- FDA (US market access pathways)
- Clinical data strategy, KOL development, medical education asset planning
- MedTech commercialisation: product lifecycle, launch planning, pricing, market access
- CDMO/OEM pathway and certification navigation
- US market strategy and regulatory landscape expertise

Languages:

- English - Native

Availability:

Available for project-based, part-time, and advisory engagements immediately. Open to full-time mandates with the right organisation in an independent contractor model.

Independent Contractor / Consultant. Open to retained advisory, fractional CBO/CCO roles, and partnership development mandates.

Location / Willingness to Travel:

United States. Open to remote and hybrid engagements; willing to travel for projects, conferences, and client meetings.

Contact / Booking:

Email: es@plenumconsult.com

Mobile: +1 480 766 1848

LinkedIn: www.linkedin.com/in/elysebusa/

Photo Guidelines:

- Professional headshot
- Neutral background
- Consistent lighting and framing across all consultants