



CONSULTANT PROFILE SIMON LEE **(LIFE SCIENCES ADVISORY)**

Full Name:

Simon Lee

Title / Role:

Chief Business Officer | MedTech & Surgical Innovation Consultant

Areas of Expertise:

- Business Development & Commercial Strategy
- Global Product Management & Product Launch
- MedTech Sales (Surgical / Wound Care / Biomaterials)
- Strategic Marketing & Brand Management
- Relationship Management
- Clinical Education, Training & Medical Affairs
- Market Access & Pricing Strategy

Professional Summary:

Accomplished, results-driven commercial leader with over 20 years of experience in MedTech sales, global product management and strategic marketing. Simon brings a proven track record delivering consistent sales growth, product launches, and market expansion across EMEA, the Americas, and globally. He combines deep clinical understanding with high-level commercial acumen, enabling him to engage effectively with surgeons, health systems, MedTech firms and surgical societies. Currently serving as Chief Business Officer at Surgery Unified, Simon oversees the 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:

Strategic Business Development	Global Product Management	MedTech Sales & Marketing
Product Launch & Commercialisation	Revenue Growth	Partnership & KOL Development
Product Launch	Market Expansion (NAM/APAC/EMEA/LATAM)	Clinical Education & Training

Industry Experience:



- Medical Devices (General Surgery, MIS, Hernia Repair, Biomaterials)
- Wound Care & Advanced Wound Management
- Surgical Education & Digital Health Platforms
- MedTech Startups & Commercial Consulting
- Pharmaceuticals / Life Sciences (adjacent sector engagement)
- SaaS / Platform Commercialisation (SurgeOn)

Selected Achievements / Project Experience:

Surgery Unified / SurgeOn Platform (2024–Present)

- Drove 155% sales growth YoY and 125% user growth in year 1 as VP Global Operations.
- 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 Gore's Hernia division and secured relationships with surgical societies including RCS England.
- Built commercial pipeline across APAC, EMEA and LATAM; reduced deal timeline by 33%.

Cook Biotech Inc. — Global Director, Product Management (2018–2023)

- Launched 5 new products into global markets and led multiple international regulatory clearances.
- Delivered double-digit YoY sales growth across a 25-year-old portfolio.
- Built and scaled a hybrid field specialist sales model (1 → 8 employees); created internal training academy.
- Managed full product lifecycle including clinical data strategy, KOL development, medical education, and ROI tracking.

BioTex Medical International — CEO & Founder (2023–Present)

- 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:

- Postgraduate Diploma in Clinical Leadership — Human Factors & Neuroscience (EduQual)
- Advanced Award in Hospital Procurement (EduQual)
- Postgraduate Diploma in Clinical Education (EduQual)
- BSc (Hons) Biomedical Science
- Certificate of Higher Education in Psychology
- Key Stage Level III in Literacy, Numeracy and IT
- RSA Text Processing Level III — Distinction

**Regulatory / Technical Expertise (if relevant):**

- FDA (US market access pathways: 510(k), De Novo, PMA)
- EMA / MDR / IVDR — European Medical Device Regulations
- EMEA market strategy and regulatory landscape navigation
- Clinical data strategy, KOL development, medical education asset planning
- MedTech commercialisation: product lifecycle, launch planning, pricing, market access

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:

Based in the UK. Work globally. Willing to travel

Contact / Booking:

Email: sl@plenumconsult.com

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