

# BRAD S. SCHRECK

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*Confidential*

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**Executive Summary:** Senior Executive with GM experience in both domestic and international profit/loss responsibilities... Strong in Operations, Marketing, Sales, R&D, and Business Development... Excellent track record in obtaining, developing and implementing strategic plans and Acquisition/License agreements... Proven leadership and team building skills... Intelligent enthusiastic high-energy person... Able to self-motivate and motivate others... Analyzes, understands, and reacts to complex situations... **Results oriented achiever.**

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- 2008 - Present      VectraCor, Inc., Totowa, NJ (Start-Up) – Cardiovascular Diagnostics  
President & Chief Executive Officer
- **Raised Rounds A & B of Capital** under a very distressed Market
  - Developed Business Plan
  - Developed and Submitted first 510K – Developed/Completed First Product
  - Applied and **Granted \$500K** from NJ – Edison Innovation R&D Fund
- 2002 – 2008      EZEM Inc., Lake Success, NY (**Officer**) (*Sold to Bracco, 2008*)  
**Senior Vice President - Global Sales, Marketing, & R&D**  
*Hired to turnaround the Company's Sales growth and Product Introductions. Full P&L Business responsibilities in Radiology and Gastroenterology (Pharmaceutical & Medical Devices)*
- Increased Sales, Profits & NE– **Double Digits** – CAGR 14%, 63%, & 28%
  - **AngioDynamics Division – Spin Off - IPO in 2005**
  - **Major Turnaround in the Injector Business – 5 years**
    - Sales Growth 220%
    - OP as a % of Sales – Minus 40% to +11%
    - Re-negotiated Agreement that **Increased Profit over \$1Million/year**
  - **Major Turnaround in International Sales – 5 years**
    - Sales Growth – 70%
    - OP as a % of Sales - Minus 10% to +16%
  - **Forbes 200 Best Small Companies – Oct 2007 - #186 (Financial results for 5yrs)**
    - Implemented a Successful **New Product Development Process - 35 Releases in 5 years**
  - Hired as Marketing Head & Int Sales – **Increased Responsibilities** in Sales and Eng
    - Managed over 150 employees Worldwide
- 2000 – 2002      Consulting  
**Vyteris – Sales & Business Development** (*Pharmaceutical/Drug Delivery*)  
**ACMI Circon – Replaced the VP Marketing & Sales Worldwide.** (*Urology/Gynecology*)  
Implemented a highly successful Sales Meeting, identified and closed 3 Global distribution agreements.  
Re-negotiated pricing on Laser system that will result in at least \$1 million in Profit in 12 months.
- 1999 – 2000      Tyco Healthcare/ US Surgical/ Surgical Dynamics Inc., Norwalk CT (*Sold To Stryker*)  
**Vice President, Worldwide Marketing (Spine / Sports Medicine)** Full P&L  
*Hired to restructure / turnaround the company after it lost over 70% of the spine fusion business*
- Turnaround Evident – Stopped Decline –Sales/Profits start to **Increase~70%**
  - Developed Mission/Strategy and Closed several License Agreements
  - Recruited a new Marketing Team and Implemented a Successful Sales Strategy
  - Developed Excellent Surgeon Relationships – **Result Increased Sales (Millions)**
- 1996 – 1999      Pfizer, Howmedica Inc., Rutherford, NJ (*Sold To Stryker*)  
**Vice President, Worldwide Marketing and Product Development (Orthopedics)**  
*Hired to Globalize and Turnaround the Trauma/Spine Organization into growth opportunity.*
- Managed **\$200+** Million Global Orthopedic Business (Trauma, Spine, and Power)
  - Reorganized Division and Produced **Double Digit** Sales Growth Worldwide
  - US Turnaround – 5 years of Negative Growth to **Double Digit** Growth 96 – 99
  - **Increased GP** by over 20% between 1996 – 99
  - Identified, Negotiated and Closed Several Acquisition/License Agreements
  - Developed new Product Development Process – Result **50 new launches**
  - Chairman of the Product Development Process for entire Company (**\$900 M**)

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- 1983 – 1996 C.R. Bard, Inc., Murray Hill, NJ (Bard Medical Division/ Bard Patient Care Division)  
***Vice President of Marketing & Business Development (Urology, Wound/Skin Care)***  
***Rehired to transform the division from a no growth business into a high growth opportunity.***
- Increased Sales – **Double Digits** Annually (1992 – 1996)
  - Increased Net Income – **Double Digits** Annually (1992 – 1996)
  - Accelerated new products as a % of sales from **0% (1991) – 30% (1995)**
  - Negotiated and closed more than **10** Acquisition/License agreements (1992 – 95)
  - Appointed Chairman of Corporate Marketing Talent Task Force
  - Appointed Chairman of New Product Steering Committee
  - Appointed Chairman of Acquisition Committee Team
  - Businesses ranged from approx. **\$50 - \$250 Million**. (Urology, Skin, and Wound Care)
- 1990 – 1991 Fairchild Medical Systems, Inc., Stoughton, MA  
***President & CEO (X-ray Equipment)***  
***Recruited by Investors with objectives to nationally and internationally grow sales.***
- Recruited and developed a successful management team.
  - Increased Net Income **75% and** Increased Unit Sales **2.5** times
  - Increased Sales **50%** first Year, Sales flat for previous 15 years.
- 1983 – 1990 C.R. Bard, Inc.  
Bard Europe Division (1987 – 1990)  
***Director of Marketing, International (Drug Delivery, Electrosurgery, Cardiology)***  
***Promoted to international to market products from four Bard divisions and obtain the necessary regulatory approvals, such as: IEC, BSI, TUV, Homologation.***
- **Exceeded Sales Objectives.**
  - Successfully planned and launched Patient Controlled Analgesia (PCA) pumps and Cardio-Pulmonary Support Systems (CPS) in Europe.
  - Organized, managed, and developed service centers.
  - Developed Marketing Plans for all Businesses.
- Bard Medsystems Division, Murray Hill, NJ (1986 – 1987)  
***Director of Marketing (Management Board) (Drug Delivery)***  
***Marketing Manager***
- **Selected as one of the top marketing managers to develop a profile for hiring new marketing executives.**
  - **Exceeded Sales Objectives.**
  - Identified, negotiated, established Bard in the PCA drug market.
  - Designed a family of PCA pumps, which established Bard as market leader.
  - Developed Marketing Plans (PCA, OR, Critical Care, Home Ambulatory IV Pumps).
- Bard EMS Division, Englewood, Colorado (1984 – 1986)  
***Senior Product Manager (Promotion) (Drug Delivery / Electrosurgery)***  
***Transferred/Relocated to Bard EMS to release PCA – the most successful product launch.***
- Designed the PCA software.
  - **Exceeded** the aggressive Multi-Million Dollar Sales Objectives.
- Bard Medsystems Division, Murray Hill, NJ (1983 – 1984)  
***Product Manager (Drug Delivery)***
- **Increased Sales 100% and Gross Profit 80% in one year.**
- 1981 – 1983 Capintec Systems, Inc., Ramsey, NJ  
***Technical Marketing Manager / Senior Programmer Analyst***

## BRAD S. SCHRECK

1979 – 1981 Data General Corporation, Wayne, NJ  
*Sales Representative* – Sold Computer Systems

1978 – 1979 Allied Chemical Corporation, Morristown, NJ  
*Bio-medical Engineer / Polymer Chemist*

**Education:** Harvard Business School – June 2007  
Strategy: Building and sustaining Competitive Advantage

Master of Business Administration (**MBA**)  
Major: Marketing  
Fairleigh Dickinson University

Master of Engineering  
Major: Biomedical Engineering  
Stevens Institute of Technology

Bachelor of Science  
Major: Organic Chemistry  
Stevens Institute of Technology

Stevens Institute of Technology- *Research* – Special Project called **UPTAM**  
New Jersey College of Medicine and Dentistry

Project- The effects of calcium and other ions across myelinated nerve.

Project- Designed a unique lung holder enabling measurements of mass transfer coefficients in isolated perfused lungs.

Project- Investigated the Imaging of myocardial infarctions using radioisotopes.

**Published Papers:** “Detection of Coronary Artery Disease from the Normal Resting ECG using Nonlinear Mathematical Transformations,” *Annals of Emergency Medicine*, Feb. 1988, 17:132 – 134

“Nonlinear Transformation of the Resting Electrocardiogram in the Diagnosis of Coronary Artery Disease,” *Annals of Emergency Medicine*, August 1986, 15:” 897 – 900

**Honors:** Forbes 200 Best Small Companies – EZEM – Oct 2007  
3 Patents  
1993 Best Financial Performance, Bard Patient Care Division  
Outstanding Young Men in America, 1980, 1982  
Who’s Who Among Students in American Universities and Colleges  
Dean’s Academic Honors List  
Activities Honors List

**Organizations:** AIOD – Director (1997 – 1999)  
Rehabilitation Nursing Foundation – Director (1992 – 96)  
Bard Federal Credit Union – Director (1991 – 96)