

# NORMAN H. TIFFIN BSC MSA FCSRT(RET'D)

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## MEDICAL DEVICE MARKETING & BUSINESS DEVELOPMENT

Versatile, forward-thinking, and analytical marketing executive offering diversity in business and product management in medical devices; marketing, sales, development, commercialization, research and clinical experience in Fortune 200 and privately held global medical device companies. Winner of global medical device commercialization awards. Successfully started and led three medical/healthcare companies; demonstrated ability to catapult revenue growth. Award-winning leader and communicator with superior interpersonal skills and proven capacity to build relationships with individuals at all levels.

- Accomplished in **developing and executing strategic and business marketing plans and new product lines** through comprehensive market research and creativity. Facilitated, consulted or led 12 strategic marketing or growth plans from healthcare to medical device.
- Successful in **establishing and leveraging KOL networks in North America and Europe.**
- **Charismatic leader** capable of engendering compassion and commitment throughout organization at all levels.
- **Experienced marketing and business development executive** with complete range of upstream and downstream marketing management and commercialization skills for medical devices.

*Areas of expertise include the following:*

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Team Leadership ~ Strategic Planning ~ Relationship Building  
Market Development ~ Product Commercialization ~ Market Analysis & Penetration  
Contract Negotiations ~ Scientific Analysis & Product Validation ~ Research, Statistics & Writing

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## SELECT PROFESSIONAL EXPERIENCE

**TIFFIN CONSULTING**, London, ON | 2009 – present (full and part time)`

**Consultant, Medical Device Marketing:** Provide **strategic and tactical** marketing support, product research and development assistance, and commercialization consulting to manufacturers and investors of acute and sub-acute medical devices in North America, Europe and Australia.

- Facilitated the successful launch of products in US and Canada by publishing manuscripts for product validation research and developing KOLs for beta testing sites.
- Enabled key manufacturing client to win major contract by researching and writing product validation white paper that proved marketing claims.
- Played a pivotal role in client receiving \$1 million+ in angel investor funding by developing their medical device business plan and promoting it to investors.
- Researched and wrote full business plan for further development and commercialization (international) of innovative medical device. Successfully used to build board of directors and attract investment. Asked to sit on board.
- Provided two clients with patented product ideas which led to new product developments.
- Consulted and led on strategy for major product launch for European manufacturer.

**IPAC CONSULTING**, London, ON | 20013 – 2014

**President, Infection Control Consulting:** Developed marketing and business plan for fledgling healthcare consultancy. One year contract but stayed for a year and half.

- Won 4 new contracts in 6 months; tripling revenue
- Closed over 45% of RFP proposals
- Created business plan to successfully exploit new market entry in healthcare builds and dentistry

**SALUS GLOBAL**, London, ON | 2013 – 2014

<sup>1</sup> Active member of Canadian Society of Respiratory Therapy from 1983 to 2018 (retired). Fellow, CSRT retired in 2018.

**VP, Marketing and Product Development:** Researched and developed a sales and marketing strategy which built the foundation for stabilizing Canadian sales trends and for managed growth in the US market.

- Led marketing and sales effort to secure two long-term provincial contracts
- Consolidated marketing and program development
- Re-invigorated mature product line with new marketing program with new ROIs and metrics

**HYDRATE, INC,** Midlothian, Virginia, USA | 2007 – 2009

**VP, Marketing & Business Development – Division of Pari GmbH (2007 – 2009):** Led North American development, sales and new business initiatives for global respiratory device manufacturer in acute care market through development of NA and European marketing plan for new acute care product.

- Developed Canadian, US and European marketing plan and financial forecast for new division; executed initial NA plan including recruiting, negotiating and signing sales distributors internationally.
- Established new KOL network and customer base including university-based research sites.
- Appointed to serve on the Global New Products Global Steering Committee of parent company.

**PARI RESPIRATORY EQUIPMENT,** Midlothian, Virginia, USA | 2003 – 2007

**VP, Marketing – PARI Respiratory Equipment (2004 – 2007):** Expanded and led the North American marketing team of nine in support of this leading global medical device manufacturer serving the acute and home care markets.

- Developed and launched 5 new products, including two which command top global position in their class and one which is second to entrenched market leader, representing 80% company revenues.
- Re-established vital links to clinicians and KOLs leveraging research and clinical background.
- Drove clinical marketing message aimed at healthcare practitioners directly and through elite direct sales force.

**Director, Education & Medical/Marketing Research - PARI Respiratory Equipment (2003-2004):** Clinical authority on all product lines in this global medical device manufacturer. Internal scientific, clinical, technical and competitive intelligence resource.

- Received company's highest personal assessment score by reports, peers and president.
- Established ongoing market research that heavily influenced pricing, positioning and product development.
- Developed new training programs to teach background science and product knowledge to sales and other employees.

**BREATHE PLUS, INC.,** Toledo, OH/London, ON | 2000-2003

**Director of Sales and Marketing:** Identified and hired top talent to establish sales and marketing divisions for medical device distributor and compounding pharmacy in US. Positioned the pharmacy favourably for profitable sale in 3 years, while launching the medical device distribution division in Canada. Negotiated supplier contracts to form single distributorship through effective negotiations and market research in Canada.

- Recruited, trained and directed professional direct sales force in US.
- Chose and evaluated medical devices and products for distribution
- Developed company marketing materials including catalogues, conferences and website.

**PRAXAIR, INC,** Danbury, CT | 1993-2000

**NA Marketing Manager:** Consolidated independent companies into single North American division without formal reporting structure through charismatic leadership, vision and relationship building. Member of international strategic planning team.

- Leader of NA Strategic Marketing Plan committee which led to accelerated organic revenue growth in market with shrinking reimbursement
- Instrumental in securing \$150 million investment commitment to homecare division through research, presentations and education of VPs, President and Board
- As exclusive distributor launched new medical device which garnered 30% of market in one year nationally; significant role in sister division's launch of novel hospital medical device which leads global market segment.

*Additional roles included Medigas (Praxair) National Marketing Manager; Branch Manager/Sales with Aerocare Home Care, Pediatric Research Coordinator with Children's Hospital of Western Ontario; Staff Respiratory Therapist with London Health Sciences Center. Details on request.*

**Additional career highlights included the following:**

- Published over 120 manuscripts, abstracts and editorials in international medical journals
- Former editor-in-chief of international medical journal
- Author of college courses in biostatistics and medical research and a textbook used in NA colleges for HCPs
- Chaired oversight committee on not for profit \$1.2 million building expansion; brought in on budget and on time

## EDUCATION & FELLOWSHIPS

### Fellow (retired 2018)

CANADIAN SOCIETY OF RESPIRATORY THERAPY, Ottawa, ON

### Marketing Management Certificate

IVEY BUSINESS SCHOOL, London, ON

### Master of Science in Administration (Healthcare)

CENTRAL MICHIGAN UNIVERSITY, Mount Pleasant, MI

### Respiratory Therapy Diploma

FANSHAWE COLLEGE, London, ON

### Bachelor of Science Degree

WESTERN UNIVERSITY, London, ON

## AWARDS

Volunteer of Excellence/Meritorious Service Award (2017), CANADIAN SOCIETY OF RESPIRATORY THERAPY

2007 Global R&D 100 Award (product innovation), R&D MAGAZINE

Pari Exceptional Leadership Award 2006, PARI RESPIRATORY EQUIPMENT

2005 Frost & Sullivan Award (product development innovation)

Fanshawe College Outstanding Professionalism Award

GA Wheable SS Outstanding Athletic Leadership Award

## SELECT ASSOCIATIONS

*Editor-in-Chief/Deputy Editor/Editorial Board Member*, CANADIAN JOURNAL OF RESPIRATORY THERAPY

*Founder/Chair*, NEBULIZER MANUFACTURERS GROUP USA

*Member*, COMMUNITY HEALTH CARE FUNDING DISTRIBUTION TASK FORCE, MINISTRY OF HEALTH

*Member*, RESEARCH COMMITTEE, ONTARIO HOME RESPIRATORY SERVICES ASSOCIATION

*Member*, TRANSITIONAL COUNCIL, COLLEGE OF RESPIRATORY THERAPY (Appointed by Ontario Premier)

## PATENTS

Inline Vaporizer. Publication Number US 2007/013 7646 A1

Inline Vaporizer with Breath Detection. Provisional Patent Application No. 61/084,904

Inline Vaporizer with Enhanced Controller Display. Provisional Patent Application No. 61/084,913

Vaporizer Controller with Automated Device Type Determination. Provisional Patent Application No. 61/084,813

## SELECT PUBLICATIONS

Tiffin NH, Zeman KL and Bennett WD. Efficacy and Variability of Aerosol Delivery from Portable DC-Powered Compressor/Nebulizer Systems. Canadian Journal of Respiratory Therapy 2011 Vol 47:28-33

Tiffin NH, Short K, Jones SW and Cairns BA. Comparison of Three Humidifiers during High Frequency Percussive Ventilation Using the VDR-4® Failsafe Breathing Circuit Hub. Journal of Burn Care and Research. Journal of Burn Care and Research. 32(3):e45-e50, May/June 2011.

Tiffin N. Evaluating Medical Research and Statistics: What every respiratory therapist needs to know. 2<sup>nd</sup> Edition. Self published. 2002. 74 p.

- *Curriculum Vitae available on request* -