



Medical Device Commercialization:

Key Factors for a Smooth Transition
from Product Development to Sales

Noon – 1:00 pm, February 15, 2018
Weill Hall 226

If you're a Cornell researcher developing a diagnostic or therapeutic medical device, this presentation is a must.

You will:

- Gain understanding of the initial phases of medical device development
- Learn key elements to reduce risks
- Maximize your chances to ultimately release a product born from pure research

Free pizza! See you there!

Presenters: **Amy Castronova** - **Max Kunz** - **Kevin Webb**



Amy Castronova, President and CEO of Novatek Communications, Inc., a Rochester, NY based company that provides appropriate documentation to support a company's equipment or device once launched.

Max Kunz, CEO and owner of Volpi Manufacturing, Auburn, NY, a manufacturing partner for *in vitro* diagnostics, life science tools, and medical technologies.

Kevin Webb, Key Account Manager for Sparton Corporation, a specialized contract development and manufacturer for complex classification II and III medical instruments that helps supplier partners to help launch "first of kind" medical technologies.

RSVP requested:

Marla Coppelino | mlc247@cornell.edu | 607.254.6541

<http://www.biotech.cornell.edu/cat>