

SHLOMO ASSA

Wellesley, MA 01778 | (619) 988-4796 | shlomo.assa@gmail.com

<https://careerwebfolio.com/shlomo-assa/>

TECHNOLOGY & BUSINESS DEVELOPMENT LEADER

Talent Identification • Winning Team Development • Operational Excellence

Technology and Business Development Leader with experience aligning the latest technologies with market demand to transform industrial and medical device companies by launching innovative products within culturally diverse and global environments in the US, Europe, and APAC regions. Successful in generating \$100 million in revenues in 2018 and contributing to gross margin improvements of more than \$30 million annually each year for the past six years. Possess two engineering degrees and an MS in Laser and Optics. Hold nine patents with ten pending.

CORE COMPETENCIES

- Innovation and Value Creation
- Business Development
- Cost Reduction & Quality
- IP Creation
- Organizational Leadership and Culture
- Process Improvement
- Business Growth
- Strategic Planning
- Project / Product Management

PROFESSIONAL EXPERIENCE

Syneron Candela | Wayland, MA

2013 – 2018

A global designer, manufacturer, and seller of energy systems and medical devices for the aesthetic market with revenues of \$325 million, with 850 employees in 16 global direct offices, and through 45 regional distributors.

EVP, Chief Technology Officer | 2017 – 2018

Led 120 employees with six direct report vice president-level managers. Administered an annual operating budget of \$25 million. Ascribed to build sustained growth for the Syneron and Candela brands.

Innovation & Value Creation

- \$100 million sales predicted by establishing the strategic technology roadmap for using the company core competence radio frequency (RF) technology to develop the first generation of a true fat destruction system, non-invasive aesthetic product and driving the cross functional team developing the platform.
- \$60+ million in APAC revenue with 75% gross margin produced by launching Picoway Resolve, a new zero-downtime facial rejuvenation, and best-selling APAC product physicians sold for a \$1,500 15 to 20-minute treatment.
- \$60 million in sales projected by introducing Vbeam Prima, a best in class pulse dye laser platform for a complete aesthetic and medical laser workstation treating red and blue blood vessels, pigmentation, and skin rejuvenation.
- \$60+ million income forecasted by spearheading the invention and development of a new patented epidermal protection contact cooling beam delivery applicator, EverCool, used with Vbeam Prima to extend system functionality and enhance the Vbeam Gold Standard heritage.
- \$50 million in revenue growth realized in a market with a compound annual growth rate (CAGR) less than 8% by leading a team to acquire Ellipse, the most innovative intense pulse light (IPL) multi-application platform available.

Organizational Leadership & Culture

- 25% R&D cost reduction experienced by consolidating to one global R&D team without geographical boundaries and with the mission to operate as one unit and support the new product development roadmap post-Syneron Candela acquisition by APAX Partners, a private equity firm.
- Built the new medical device regulatory and clinical affair departments by managing the recruitment team to create new regulatory and clinical affairs job description applying a process that included identifying the top talent available in the medical device industry and recruiting 35+ individuals to fill all openings in less than nine months.
- 2% and less retention from voluntary resignation versus an industry standard and acceptable level of less than 8% maintained while reorganizing the company by generating superior productivity levels through a culture empowering success that enabled the company to follow the operation plans without production disruption.

Career Snapshot

- \$150 Million in Sales Reached by Pioneering Innovative Technology Platform
- \$125 Million in Revenue Achieved by Positioning Product Developing
- \$100 Million in Sales Forecasted by Authoring Technology Roadmap

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General Manager, Candela | 2013 – 2017

Directed 200 employees with seven VP-level direct reports managing a \$50 million budget to expand the Candela brand. Played a critical role in business turnaround, introduced new product innovation strategy, created a global team, and delivered high-quality, innovative products supported by operations excellence.

Business Development

- \$125 million in revenue with margins of 75% achieved in three years by positioning the product developing the value proposition promotion presentations and collaborating with the sales and marketing organization to start the global distribution of the Picoway product, the most Innovative aesthetic Pico second laser platform.
- \$15 million in sales, 75%+ gross margin, and a 20% YoY growth rate accomplished by creating the strategic roadmap for Resolve, driving the technology invention, and developing the steps to establish the science behind the product, while focusing the team to turn the patented game changer treatment to a zero-downtime facial rejuvenation.
- 62% gross margin improvement attained while boosting product demand 22% and slashing warranty failure rate to less than 2%, an industry record, by driving quality in every product and service, out of box failure prevention, cost reductions, and a re-marketing of the brand for quality and performance.
- 30% income rise YoY realized by strategically positioning Picoway as the next generation replacement for the Q-Switch laser to clear pigmentation on Asian skin, expand the use of Picoway for Asian skin toning, and steering the team to deploy the business plan in China, Korea, and India, increasing global market share penetration.

Talent Identification & Winning Team Development

- \$20 million in revenue produced by guiding a cross-functional team to develop and launch Gentle Touch, the next generation laser hair removal platform.
- 62% gross margin recorded and 22% product demand expansion attained by analyzing each bill of material, creating a supply chain path to lower component costs, and building quality in every product, boosting the brand equity value.
- 2% voluntary resignations noted by maintaining the highest level of employee retention.

SYNERON, LTD. | San Diego, CA

2008 – 2013

A global designer, manufacturer, and seller of medical devices for the aesthetic market with emphasis on body shaping, body contouring, and fat destruction, producing revenues of \$200 million with 500 employees in 10 global offices.

General Manager and Head of R&D

Managed 25 employees with three director level reports. Worked within an annual budget of \$8 million budget to build innovative products in the aesthetic market. Key contributor to world-class, game-changing products.

- \$150 million in sales and 70% gross margin realized by piloting a cross-functional team to pioneer the VelaShape3 platform noted as the best body contouring and circumference reduction product on the market.
- \$35 million accumulated in an accelerated sales expansion by crafting the business development strategy for marketing CO2RE as a global facial rejuvenation workstation.
- \$10 million in revenues produced by launching CO2RE Intima to treat women health issues, a superior laser system for with a global install base of more than 500 systems.
- 2,000+ global install base recorded by establishing the global strategy to market VelaShape 3 and advocating for the product managers to execute the business plans to burnish the most valuable brand in the company portfolio.
- 1,500 CO2RE global base built and 10% YoY growth generated by leading a cross-functional team to launch CO2RE, a facial rejuvenation workstation recognized as the best in class laser system for facial treatment.

Additional experience as a General Manager and Vice President for R&D for Markem Imaje launching a new marking and coding laser system called Smartlase.

EDUCATION & PROFESSIONAL DEVELOPMENT

Master of Science in Laser and Optics, Tel Aviv University

Bachelor of Science in Mechanical Engineering | Bachelor of Science in Electric Engineering

Technion – Israel Institute of Technology

Quality and Reliability by Design | Advanced CAD System | Lean Enterprise

Issued Nine Patents with Ten Patents Pending

Fluent in English and Hebrew