



# Victor L. Miranda

MD, MBA

## PROFESSIONAL SUMMARY

Providing extensive domestic and international experience in medical / clinical affairs, new product introduction, health economics and reimbursement for medical device and diagnostic industries. Background includes clinical study strategy and execution; creating value-based medicine, market access, evidence validation, health economics and reimbursement groups through organizational effectiveness; and leveraging clinical expertise and market analysis in constructing marketing plans, strategies, and initiatives for mature and emerging markets in medical devices, diagnostics, and biotechnology industries. Able to build and foster strong, cohesive teams in cross-cultural environments and across multiple business functions. Strong team leadership skills, including organizational development and project management skills and developing direct reports. Fluent in Spanish and English. Conversant in Portuguese.

## CONTACT

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## EDUCATION

**Master of Business Administration**  
Pepperdine University, Graziadio School of Medicine

**Master of Science**  
Rehabilitation Counseling, University of Wisconsin

**MD**  
Universidad Mundial Dominicana, Medical School, Dominican Republic

## PROFESSIONAL MEMBERSHIPS

- Twin Cities Public Television (PBS), Member of Board of Trustees and Development Committee
- AngioInsight Corp., Board of Directors Member
- TAB Inc., Board of Directors Member
- ARCW (now Vivent Health), Past Member of Board of Directors and Chairman of Quality Committee
- Hispanic Professionals of Greater Milwaukee (HPGM) Past member of Board of Directors and chair of Governance Committee
- Boston Children's Hospital Latino initiative-Milagro para Ninos (MpN), past member of Board of Directors

## PROFESSIONAL EXPERIENCE

2021 - Present  
**The Bracken Group**  
Partner

Jan 2017 - Dec 2017  
**Medical Affairs Consulting Corporation, San Juan, PR**  
Consultant

- Work in areas of medical device, medTech, biotech and IVD companies with competencies in medical affairs, clinical trial execution, new product development and introduction, market access, value-based care, product surveillance, and thought leadership.
- Created medical affairs, market access, and value-based care groups for clients from ground up, identifying requirements and positions needed based on current capabilities and goals.
- Designed market analysis and segmentation for clients, providing market insights and product growth potential.
- Facilitated unmet needs by applying understanding of client's new product development projects.
- Optimized Clinical Evaluation Report (CER), including development and analysis.

Feb 2014 - Jan 2017  
**3M Healthcare Business Group, St. Paul, MN**  
Chief Medical and Health Care Compliance Officer-Retired

- Represented 3M externally during new product launches and with professional organizations. Co-chaired Product Safety Review Board with Chief Quality Officer. Contributed global strategic direction for completion of medical opinions, medical platform documents and health hazard assessments.
- Built and delivered strategic direction to Medical and Clinical Affairs organization comprised of value-based care, market access, evidence generation, clinical operations, medical safety, and health care compliance groups.
- Ensured proper compliance with internal and external regulatory guidelines by automating clinical and medical affairs procedures using third party vendors.
- Designed global structure for Scientific Affairs & Education by segmenting commercial from non-commercial education.

2014 - 2018  
**GE Healthcare (GEHC), Waukesha, WI**  
Chief Medical Officer, Head Health

- Executed Head Health Initiative program between National Football League (NFL) and GE. Completed 7-site concussion research, as relating to mild traumatic brain injury (mTBI). Contributed oversight and corporate guidance to all New Product Introduction teams for Medical Affairs throughout GEHC.
- Streamlined and formalized Neurology MAB, including areas of mTBI, ALS, AD and Stroke.
- Organized GEHC KOLs in Neurology, Neurosurgery, and Neuro Psychology for creation of solid outcomes based clinical study protocols.
- Served as medical monitor for all global GEHC internal scanning studies, ensuring proper compliance and reporting.



## PREVIOUS EXPERIENCE

- **Bio-Rad Laboratories, Division Marketing Manager:** Integrated acquisition of Virtek genomic products, receiving Harvey Communications award for developing advertising campaign both pleasing and informative, controlling budget of over \$15M.
- **Carl Zeiss Meditech AMD Marketing Manager:** Yielded 25% market share by launching AMD treatment activating laser, producing first MAB and generating product demand.
- **Interleukin Genetics & Laserscope, Consultant:** Executed strategies to boost sales across product lines, generating uptick in sales.
- **Ostex International, Latin America Operations Director:** Expanded company's footprint in Latin America achieving a 50% penetration / market share. Conducted new business expansion to 15 Latin American countries, as well as China, India, Hong Kong, and Puerto Rico for diagnostic assays and medical devices.
- **Lunar Corporation, Latin America Manager:** Boosted company sales from \$700K to \$1.9MM in one year by developing and delivering travelling faculty program for osteoporosis in conjunction with Merck, expanding market share to 65% in 1 year for entire region.

2011 –  
2014

### VP Medical Operations (Medical and Clinical Affairs)

- Executed Head Health Initiative program between National Football League (NFL) and GE. Completed 7-site concussion research, as relating to mild traumatic brain injury (mTBI). Contributed oversight and corporate guidance to all New Product Introduction teams for Medical Affairs throughout GEHC.
- Chaired scientific and design aspects of GEHC research process. Provided oversight and corporate guidance to all interactions with external stakeholders within Medical and Clinical affairs functions. Provided input into global policies for Medical and Clinical Affairs (MACA) functions.
- Streamlined and formalized SOPs and compliance reporting processes pertaining to Medical and Clinical Affairs functions by creating task force.
- Represented GEHC on external committees, including task forces and professional bodies.
- Provided expert opinion for GE Venture Capital Group, influencing possible M&A activities in healthcare.
- Served as GEHC thought leader for Healthcare Economics and Outcomes Research, including Comparative Effectiveness Research and Customer Value Propositions for new and existing products.

2010 –  
2011

### Hansen Medical, Inc., Mountain View, CA

#### Senior Director Clinical Marketing (Medical Affairs)

- Devised clinical and publication strategy showcasing company's EBM for existing technology, new line of irrigated ablation catheters in Atrial Fibrillation (AFib) treatment, and collaborations with fluoroscopy system partners.
- Supported EBM efforts and clinical positioning by implementing global publication strategy dashboard.
- Devised post marketing protocols, supporting clinical and marketing claims.
- Created, developed, and managed Investigator Initiated Studies (IIS) program, ensuring program standardization and reduction of review cycle times.
- Created 8 users and 2 Medical Advisory Board meetings for US and EMEA, supporting NPI initiatives and validating product design and key messaging.
- Managed and developed global KOL's in electrophysiology (EP) by creating formalized process, including luminaries in company KOL list.

2009 –  
2010

### Diabetes Juvenil.com (A J&J Company), Milpitas, CA

#### General Manager and Medical Director

- Led business unit and daily operations of online social media group of Children with Diabetes, Inc. in USA, and Diabetes Juvenil based in Madrid Spain.
- Launched J&J's first US diabetes community in Spanish, <http://www.diabetesjuvenil.com>, bringing lessons learned to families of newly diagnosed children with Type 1 Diabetes.
- Developed and managed KOL and third-party digital portals relationships, ensuring standardization of processes.
- Increased site traffic by 63%, including average length of visit to 4 minutes, number of pages read to 4, and decreasing bounced rate to 43%.

2006 –  
2009

### LifeScan Diabetes Franchise (A J&J Company), Milpitas, CA

#### General Manager and Medical Director

- Directed LifeScan Diabetes episodic (finger stick) clinical plan for entire product portfolio and global investigator-initiated studies (IIS). Provided clinical input to more than 20 programs with over 300 SKUs. Directed study design, protocol development, and execution of clinical studies. Evaluated adverse events (pre- and post-marketing) for relationship to treatment. Acted as liaison between company and domestic and international diabetes societies.
- Built EMEA (Europe Middle East and Africa) and Latin American Medical Advisory Boards while establishing strong relationships with key opinion leaders globally.
- Incorporated customer unmet needs in development of new clinical and marketing claims opportunities for enduring and in-development products by convening KOL's in advisory boards.

2005 –  
2006

#### Director Market Segment

- Strengthened LifeScan product positioning by assessing and recommending product claim opportunities. Evaluated product feasibility and portfolio pipeline for continuous monitoring segment.
- Ensured Diabetes Franchise competitiveness by reviewing scientific and clinical developments.

- Kept #1 standing in US and enhanced competitive position for episodic monitoring, developing strategy related to partnership with global and regional Key Opinion Leaders (KOL's), Health Care Practitioners (HCP's), and customers.
- Completed response to FDA warning letter yielding "no further action" response from agency.

2003 –  
2005

**Biosense Webster (A J&J Company), Diamond Bar, CA**  
**WW Marketing Group Product Director-AFib**

- Developed and implemented worldwide marketing strategies and tactics for electrophysiology catheters. Took accountability for catheter annual business plan and expense budget. Determined global product requirements for new catheters and platforms.