

## Dean Zikria - Bio

Dean has over 25 years of experience in launching and growing brands in the areas of: medical devices, OTC health/wellness products, digital health apps, medical/pharmaceutical therapeutics, life science start-ups as well as Fortune 25 companies. Dean is the Founder & CEO of Mind Machine LLC, a strategic marketing and advertising agency in Silicon Valley. Before that role, Dean was a business advisor where he counseled life science and CPG companies regarding commercialization, market research, messaging, fundraising, crafting partnerships, building teams and developing products. Dean currently sits on multiple Boards of Directors:

- **Tivic Health:** (Independent BOD member) Public medical device company that just launched a bio-electric device to reduce sinus pain and congestion (Nasdaq: TIVC): <https://tivichealth.com/cleanup-sinus-relief/>
- **AsthmaTek:** (Chairman) A startup digital health company in the asthma space
- **Brev.Dev:** (Chairman) Technology company developing a disruptive platform to aid developers
- **Mind Machine LLC:** (Chairman) Marketing/Ad agency focused on MedTech industry

Dean is a member of the “Band of CEOs” – a peer group of about 50 MedTech chief executives who lead companies in the Bay Area. Dean is also a member of “The Alliance of CEOs” - a Northern California CEO group with over 250 members in multiple industries.

Previously, Dean was the Chief Commercial Officer at Intuity Medical Inc., a Silicon Valley MedTech company launching a highly disruptive glucose meter in the diabetes industry. Dean was also the CEO and a board member at Spirosure, Inc. He led the company and secured \$30 million in funding over 2.5 years to bring Spirosure’s asthma digital products to market. Spirosure’s first medical device and app was launched in Europe, from its Zurich/European headquarters, in September of 2017. Spirosure was acquired by Caire Diagnostics in 2020.

Prior to his CEO role in Silicon Valley, Dean was the Head of Global Marketing for Johnson & Johnson’s Animas Corporation within J&J’s Medical Device & Diagnostics Division, where he was a member of the Management Board / Leadership Team and the leader of the brand’s strategy and execution. Animas achieved record revenues of over \$200M during Dean’s tenure as well as the highest profits up to that date.

Earlier in his J&J tenure, Dean was the Worldwide Director of Global Strategic Marketing for the Diabetes Care Franchise. This role included the leadership of all commercialization for J&J’s premier diabetes digital health brand – OneTouch Reveal (currently available on the app stores for both IOS and Android). Dean and his team launched the OneTouch Reveal brand in multiple countries.

Dean spent seven years at Pfizer Pharmaceuticals, where he held multiple positions. Dean’s last position at Pfizer was the Head of Strategic Planning and Business Development within the Specialty Pharmaceuticals Division (North America), a business with over \$5 Billion in annual revenues. His leadership covered such brands as Enbrel and Zyvox. Just prior to this position, Dean was the Head of Strategy, Marketing and Sales while sitting on the management board for Pfizer’s U.S. Cardiovascular Unit, a division with over \$7 Billion in annual revenues – selling Lipitor and other cardiovascular and diabetes products. While at this division, Dean also helped lead sales districts that were testing new sales approaches with HCPs. In addition, Dean worked on the commercialization of other brands while at Pfizer, such as: Zyrtec, Zolof, Neurontin, Norvasc and Zithromax.

Prior to Pfizer, Dean was the Vice President of Strategy and Business Development for McKesson’s market leading healthcare software subsidiary in Atlanta, Georgia, where he developed strategy and worked on business development deals for over a dozen business units selling to hospitals, clinics and physician offices.

Before his work in large multinational corporations, Dean had experiences with a bio-pharmaceutical start-up, medical research at Columbia University, Accenture in New York City and Deloitte Consulting’s Braxton Healthcare Strategy Practice in San Francisco. Dean has been a speaker and panelist at multiple conferences on various subjects, such as commercialization, foreign partnerships, fundraising and launching/growing brands.

Also, through his early work in medical research & technology as a biologist, including work at Dr. Mehmet Oz’s lab at Columbia University, Dean has been granted four U.S. patents – as a sole inventor or co-inventor. Dean attended Rutgers University where he received a BS in Biology and an MBA in Strategic Management while being a member of the varsity football team (defensive back). Dean and his wife, Dana, have three children and live in Danville, California.