

C2E at a Glance

C2E Consulting Group exists to support and serve medical device inventors, innovators and entrepreneurs in emerging and global organizations on their journey from concept to commercial success and profitable exit.

C2E Founders lend their expertise through fractional leadership roles, such as CEO, COO, and CMO. The founders have over 75 years' experience in various leadership positions at Fortune 100 companies in the healthcare, clinical, device, software and consulting industry segments. Since its inception in 2015, C2E has applied this experience and knowledge to deliver the highest quality deliverables and results at the best possible value.

Value Services

Functional

- Regulatory assessments and submissions
- Clinical study requirements
- Reimbursement assessments/planning
- North Star Visioneering – Red teams, value proposition, executive coaching
- Interim/fractional leadership
- Staff interviewing, hiring, assessing, training, coaching and developing
- Exit planning, buyer negotiating, sale execution

Commercialization

- Business case and business plan creation
- Marketing strategy, research and value proposition development
- Voice of customer - market assessment
- US market entry strategies and sales channel development
- Product launches (or re-launches)
- Anchor customer base and key opinion leader (KOL) development
- GPO/IDN strategies and contracting

About Us



Robert A. Dorsher – Co-Founder
Cell 720-413-7978

robert.dorsher@concept2exitgroup.com



James Lowry – Co-Founder
Cell: 713-248-9001

James.lowry@concept2exitgroup.com

The two Co-Founders, with extensive backgrounds in sales and marketing leadership, co-founded Concept2Exit Consulting Group, LLC, to assist medical device and digital health companies ensure the 'voice of the customer' is well represented through product development process and that product commercialization is well planned and delivers on expectations.

Samples of C2E Clients



Organizations Served

