

Nancy M. Briefs, MBA



Ms. Briefs' background includes 30+ years in the medical device industry building shareholder value by raising venture and public financing. She is a serial Medical Device Entrepreneur and has been an integral team member responsible for developing and commercializing innovative paradigm shifting technologies with five (5) medical device startups. She has raised over \$170 million in venture capital, executed a \$38M IPO and successful liquidity events demonstrates the ability to take concept thru value creation.

Ms. Briefs most recently was the Former President and CEO of Elemé Medical Inc., a premier, venture backed Aesthetics Company focused on body shaping. Elemé Medical was a Delaware corporation with headquarters in Merrimack, New Hampshire. Eleme[®] Medical was sold to Cynosure Inc. (CYNO) in February 2011. SmoothShapes[®] system with Photomology[™] was Elemé Medical's preeminent product to launch. Thermal and non-destructive, Photomology[™]'s unique mechanism of action combines a non-invasive dynamic laser and light energy with mechanical massage and vacuum to improve the appearance of cellulite and fat producing long lasting results. In addition, Eleme[®] Medical's SmoothShapes[®] product was a design finalist in the NH High Tech Council Product of the Year 2008.

Ms. Briefs was awarded with the Ernst & Young (EOY) New England Entrepreneur of the Year Award for Emerging Companies in 2003. Ms. Briefs served as a National Judge for the EOY Entrepreneur of the Year Award for Life Sciences 2004 - 2008. Ms. Briefs served as a Judge for the NHHTC Entrepreneur of the Year Award in 2011.

Ms. Briefs received the "Spirit Award" in 2009 from the New Hampshire Biotech Council for her work mentoring and assisting early stage entrepreneurs in life sciences. In 2010 was honored with a "Leadership and Inspiration" Award from WEST (Women Entrepreneurs in Science and Technology).

A notable and inspiring public speaker, Ms. Briefs has spoken at the MIT Enterprise Forum, Harvard Medical School, and Tuck School at Dartmouth College, NH Women's Leadership Conference, Smith College, WEST, MassMEDIC, MIT Sloan School, Venture One, MDMA, MedTech Insight, and other numerous industry events.

Ms. Briefs is listed as an inventor on seven issued and two pending U.S. Patents.

Current Board of Directors:

- Medical Device Manufacturers Association (MDMA), Washington DC
 - Former Chairman of the Board, now on Executive Committee
- CardiAQ Valve Technologies, Inc, Irvine, CA

Former Board of Directors:

- Elemé Medical Inc.
- ProRhythm Inc.
- Direct Flow Medical
- Percardia
- Vista Medical

Business Advisory Boards:

- EndoSphere Surgical
- Jeff Karp, MIT Brigham & Women's
- NED Biosystems
- Touch Bionics

Education:

- MBA in Finance & Marketing, Golden Gate University, San Francisco
- BS in Business Administration, Emporia State University, Kansas
- BA in Psychology from Emporia State University, Kansas