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### \*\*\* PBC Friday, 1/4/13, I.V. Hall, President, Synthes Trauma Division\*\*\*

Hear one of our own provide an insider's perspective on a Johnson & Johnson acquisition!



## The Presidents Breakfast Club Friday, January 4th, 2013

The health care industry is the dominant sector of the US economy – and medical devices are an increasingly important component. I.V. Hall is President of the Synthes Trauma Division, with primary responsibilities for global product development and U.S. sales. He has been with the company since 1997, starting in development engineering and progressing through positions of increasing responsibility, including Vice President of Product Development for the Trauma Division.

Synthes is one of the few orthopedic companies that has demonstrated resilience in the last few years. The company managed to overcome the economic roadblocks that dampened sales throughout most of the orthopedic sector and improve its position in the global trauma market (now estimated to be at 50 percent). Johnson & Johnson completed the acquisition of Synthes in 2011.

Key global manufacturing facilities are located in the United States. The Monument facility in Colorado that began in 1979 with a 2,100 square meter building has expanded over the years to become a facility of over 15,000 square meters. Originally, 15 employees worked with 12 pieces of equipment to produce eight product line items. Over time, a distribution center has been added to the manufacturing site. Today, over 700 employees work in the Monument facility, operating on over 1,000 pieces of equipment, producing more than 70,000 product line items.

Prior to joining Synthes, I.V. worked in the cardiovascular device industry, developing products for Kensey Nash Corporation. He holds a B.S. in Ceramic Engineering and an M.S. in Bioengineering from Clemson University, an MBA from Penn State University, and is HBS AMP176 (2009).

All members are encouraged to sign-up online for tickets indicating their plans to attend, and to bring guests. The event is free to Sponsors, Patrons, and PBC Members. For other HBS Philly Club Members, the cost is \$30 when pre-registered in advance, or \$40 at the door. The fee for guests and non-members is \$45 when pre-registered in advance, or \$50 at the door.

This event takes place from **7:30-9:00 a.m.** at:

The Union League of Philadelphia  
140 South Broad Street - 2nd floor - McMichael Room  
Philadelphia, PA 19102  
tel.: (215) 405-9578  
[www.unionleague.org](http://www.unionleague.org)

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