



Cardiovascular Device Leader Elizabeth A. Hoff Joins Fannin Innovation Studio

HOUSTON, September 12, 2018 – Elizabeth A. Hoff, a 25-year veteran of cardiovascular device and diagnostic product development at firms including Medtronic, W.L. Gore and Guidant, has joined Fannin Innovation Studio as Managing Director to join the team in leading further development of medical technology assets in the Studio’s portfolio.

“We are excited about Elizabeth’s joining the Fannin leadership team. Elizabeth brings a breadth of experience in medical device product development and commercialization, as well as in leadership and developing people. Market definition, regulatory pathways and sales channel issues loom large in this sector, and her experience will contribute significantly to our success,” said Atul Varadhachary, Managing Partner of Fannin.

“Developed the right way, medtech innovation can be a very rewarding space for Fannin. Elizabeth’s deep roots in industry are impressive, and she will both assist our existing portfolio and also bring in additional start-up and co-development opportunities for us,” said Leo Linbeck III, Chairman of Fannin.

Hoff most recently was Vice President and General Manager of Cardiac Diagnostics in Medtronic’s Cardiac Rhythm and Disease Management division in Minneapolis.

A graduate of Rice University, Hoff began a career in sales and marketing strategy that expanded significantly at Guidant Corporation, working both in Menlo Park, California and at the company’s European Headquarters in Brussels. In 2000, she moved to vascular industry pioneer W.L. Gore to help lead the company’s Arizona-based aortic endovascular unit, executing a series of product launches to take product revenues to more than \$300 million in eight years. In 2008, Hoff was hired by Medtronic to establish a new business unit of Cardiac Diagnostics where she had global P&L responsibility. During her tenure, Hoff built the vision for cardiac diagnostics as an integral part of cardiac therapies and developed the world’s first

micro-insertable cardiac monitor, leading Medtronic to becoming the global leader in this segment with revenues of more than \$500 million. She was then asked to lead the Global Marketing team at the \$5 billion revenue Cardiac Rhythm division.

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About Fannin Innovation Studio

Houston-based Fannin Innovation Studio is an early-stage life sciences development group focused exclusively on commercializing medical technologies. Fannin partners with life science innovators to co-found startup companies and provides a pooled management team, funding, and administrative support. To further bridge the commercialization gap, Fannin's internship and fellowship programs provide aspiring entrepreneurs with hands-on development experience with its portfolio companies. For more information, visit www.FanninInnovation.com or email innovate@fannininnovation.com.

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