

Yann Lamarche

Senior healthcare business development manager

Expert in health tech business development:

With a very diversified and versatile knowledge in Certification, reimbursement, strategic partnership, analysis, strategy and sales.

Business development:

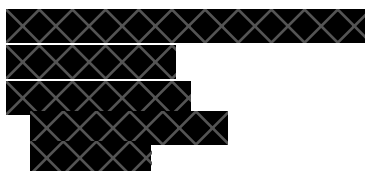
Export, joint venture, funding, business plan, strategy, strategic partnership.

Government Affairs:

Public policies, innovation, academics, regulatory affairs, incubators, accelerator and industrial cluster

Marketing :

Solid experience in organizing Trade Shows, B2B, Social Media, Public Relations.



JOB EXPERIENCE

General Manager International markets- Business development and marketing



Emovi - Since 2022

- ▶ In charge of the overall strategy for the European market.
- ▶ In charge of the reimbursement strategy in each European market
- ▶ In charge of the center of excellence strategy by developing key collaboration with Key opinion leaders all around Europe.
- ▶ In charge of developing a business model specialized for European professional athletes (Football, Basketball, Rugby, olympic sports).
- ▶ In charge of identifying key leasing organization for our business development in Europe.
- ▶ Support to the US sales team by connecting Emovi to key Healthcare systems all around the country (New England, Southeast, West coast).
- ▶ Coordination of the business development and marketing strategy.

Consultant

CTS - Since December 2023



Supporting the CTS (main health tech accelerator of Quebec) in their international strategy and program for the selected companies.

Economic affairs officer

Délégation du Québec à Boston - November 2017 to December 2021 - Boston - United States - Massachusetts



- ▶ Consulting support for Quebec companies in the sectors of health, energy-environment, Tech, creative industries, transportation.
- ▶ developing relationships with venture capital funds in the health, technology and environment sectors in order to present them companies that fit their needs.
- ▶ Organization of trade missions and trade shows. BIO, Medtech conference.
- ▶ Identifying US buyers in the health tech industry (Hospitals, clinics and life sciences corporation) to visit Canada and meet with businesses.
- ▶ Strategic partnerships between Quebec economic development organizations and their counterparts in New England.
- ▶ trade and healthcare ministerial missions in New England.
- ▶ Partnership between business accelerator
- ▶ Drafting of action plans in my assigned sectors.
- ▶ Support for the establishment or aquisition of companies in the United States.
- ▶ Permanent relations with top Biotech, Pharma companies and VC funds (Boston is ranked 1st life Sciences ecosystem in the US).
- ▶ Creation of strategic Quebec companies focus group in Contract research organization and medical devices supply chains for the New England market.

International trade officer

Investissement Québec International - April 2011 to November 2017



- ▶ Expert in charge of the entire export objectives in the life sciences-Medtech industry for the Quebec national investment bank. Collaborates and coordinates with life science-medtech industry associations to develop and implement the Quebec life science-Medtech export action plan.
- ▶ Coordinate the life sciences export team. Management of the life sciences annual programming, action plan and budget.
- ▶ Manage the action of more than 20 life sciences sales associates in their activities around the world (Quebec government offices).
- ▶ Focus on the US Market by supporting more than 150 companies (startUp, SME) in their US strategies (funding, sales channel, partnership, sales)
- ▶ Creation of specialized industry focus groups with Quebec companies in Rehab, Sport medicine, CRO, Biotech.
- ▶ In charge of Business agenda for Quebec ministers and Prime ministers in Healthcare related trade missions.

- Permanent relations created with top US healthcare institutes.
- Leader of more than 20 healthcare trade mission for Quebec companies around the world like BIO conference, Medtech conference, Rehacare, Medica and roadshows in Boston, Florida, Louisiana and Texas.

EDUCATION

M.Sc. Master in International business

HEC MONTRÉAL

January 2010 to April 2013

Thesis: Influence of regulations on the internationalization of medical equipment SMEs.

Bachelor in International studies

UNIVERSITÉ DE MONTRÉAL

September 2004 to May 2007

Specialization in international economic development.

International exchange, University Paris 1 Sorbonne Panthéon (2006-2007)