

Yann Lamarche

Senior health tech 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, 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.

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JOB EXPERIENCE

General Manager- International markets

Emovi - Since 2022



- ▶ In charge of the overall strategy for the International markets.
- ▶ In charge of the reimbursement strategy in each markets
- ▶ In charge of the center of excellence strategy by developing key collaboration with Key opinion leaders all around the world
- ▶ 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).
- ▶ Developing strategic partnerships with key orthopedic and robotics manufacturers.
- ▶ In charge of the operation strategy for international markets.

Senior industry fellow

Mack Institute - Since November 2023

- ▶ Market assessment for robotics tech related to Healthcare coming from the University of Pennsylvania.
- ▶ Development of a market assessment tool

Advisor

CTS- Health tech accelerator - Since October 2023

- ▶ Coaching start ups in their international commercialization
- ▶ Advising the CTS on their international support for their health tech startups
- ▶ Developing strategic partnerships (business, investors, accelerators) for the CTS in Europe and the USA



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. Created permanent relationship with:
 - ▶ Massachusetts General Hospital
 - ▶ Brigham & Women hospital
 - ▶ Tufts Medical center
 - ▶ Boston Children hospital
 - ▶ Dana Farber Cancer institute
 - ▶ Boston Medical center
 - ▶ LifeSpan Health (Rhode Island healthcare provider affiliated with Brown University).
 - ▶ Brown University
 - ▶ Yale New Haven Medical center
 - ▶ Hartford Medical Center
 - ▶ Maine Medical center (MaineHealth)
 - ▶ Northern Light Health (2nd Maine Health center)
 - ▶ Dartmouth Hitchcock Medical center
 - ▶ UVM Health
- ▶ Strategic partnerships between Quebec economic development organizations and their counterparts in New England:
 - ▶ MOU between MassBIO and BioQuebec
 - ▶ Key partnership with the New England Medical Innovation center (NEMIC) to support US penetration in the US market.

- ▶ Exceeded sales objectives of \$18 million over the past two years. Achievement of individual support (more than 75 companies) and business meeting objectives (more than 100).
- ▶ Ministerial missions of BIO and Medtech conference. In charge of the entire program for the Quebec health minister, the Quebec's health innovation officer and all the participating businesses.
- ▶ Partnership in Artificial Intelligence with the cities of Boston, Pittsburgh and Montreal.
- ▶ Partnership between business accelerator Ecofuel and Greentown Labs (best environment business accelerator in the US)
- ▶ Drafting of action plans in my assigned sectors.
- ▶ Support for the establishment or acquisition of companies in the United States.
- ▶ In charge of Business programs for 4 Quebec Prime Minister visit in New England (Premier Couillard and Legault).
- ▶ 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. These two projects will bring unprecedented sales results in the next 3 years.

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 (4 people). 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). exceeded sales objectives:
 - ▶ More than 50 Millions CAD\$
 - ▶ More than 300 business meetings
 - ▶ More than 200 Quebec companies supported
- ▶ 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 (Barrette) and Prime ministers (Couillard and Legault) in Healthcare related trade missions (BIO, Medtech conference and others).
- ▶ Permanent relations created with top US healthcare institutes : Texas Medical Center, Advent Health, US veterans affairs, Mayo Clinic, Kaiser Permanente, Banner Health etc...
- ▶ VIP support with Quebec medtech gems for more than 5 years: Emovi, Kinova, Hexoskin, Corealis Pharma etc..
- ▶ 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)