



**Retained Executive Search**  
**[Flextronics International Ltd.](#)**  
**Director,**  
**Business Development -**  
**Medical Business Segment**  
**Position Specification**



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**The Market Opportunity: +\$300B Medical Diagnostics, Drug Delivery, Disposable Devices Marketplace**

According to their May 2013 report, Analysis of Global Electronics Manufacturing Services Market Opportunities in the Medical Industry, Frost & Sullivan's states, increasing electronic content in Medical Devices spurs growth. The medical electronics manufacturing services (EMS) market is benefitting from an increase in original equipment manufacturer (OEM) outsourcing. Increases in electronic content, costs, wireless connectivity, and convergence have encouraged OEMs to view EMS providers as strategic partners.

**Consumer & Lab Diagnostics**

The global point-of-care (POC) diagnostics market was expected to reach \$13.8B in 2011. It will further grow to \$16.5B in 2016 according to a January 2012 BCC Research report.

In a February 2012 report by Aarkstore Enterprise on the Global Life Science and Chemical Instrumentation Market (Spectroscopy, Chromatography, DNA Sequencer & Amplifier, Lab Automation & Others) was estimated to be \$30.2B in 2011 and is expected to reach \$45.2B in 2016. In 2011, the spectrometry market segment, driven by the coupling of mass spectrometry with chromatography techniques, has the largest share (33.8%) followed by chromatography (22%).

**Drug Delivery**

A Sep 2011 report by Taiyou Research states, the US Drug Delivery Systems Market is visualized to grow to over \$135B by 2015. The largest share is expected to be produced by oral drugs and parenteral or injectable drug delivery systems are expected to grow at a rapid speed as well, especially in cancer applications.

**Disposable Devices**

According to The Freedonia Group's April 2012 report on the Disposable Medical Supplies Market, by 2016, US demand for disposable medical supplies is forecast to \$46.7B, driven by an expanding volume of patient care activity spurred by aging demographic patterns, a rising incidence of diseases and disorders, and the extension of health insurance coverage by the Affordable Care Act of 2010.

BCC Research also reports on June 2011, the global market for Minimally Invasive Medical Devices and Instruments was expected to reach \$14.4B in 2011 and \$21.1B by 2016. BCC research also reported in February 2012 the global catheter market was \$21.2B in 2011, and projected to reach \$32.1B by 2016.

Global Advanced Wound Care Market is estimated to reach \$14.6B by 2021, says a Nov 2011 Visiongain report.

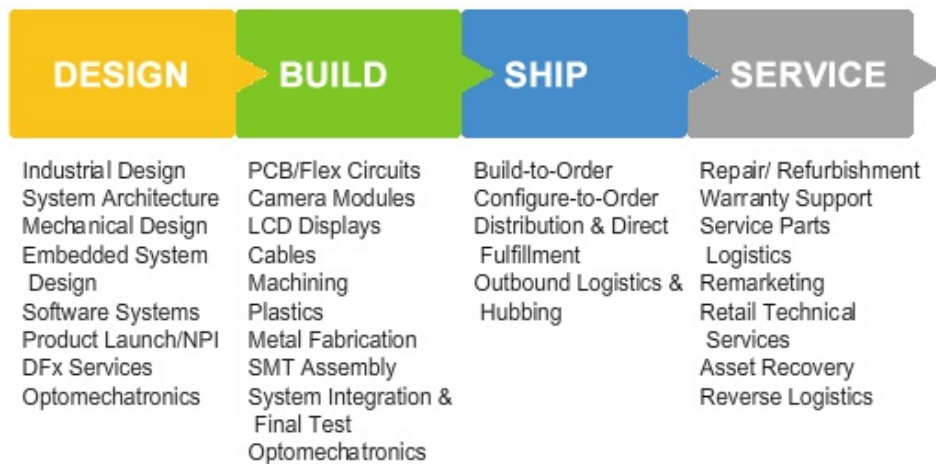
This all translates into an enormous market opportunity for our client Flextronics International Ltd., a +\$23.6B business and one of the world's leading Electronics Manufacturing Services (EMS) providers.

Flextronics is recognized on Fortune Magazine's "World's Most Admired Companies" and "Global 500" lists for 2010.



**Our Client: [Flextronics International Ltd. \(http://www.flextronics.com/\)](http://www.flextronics.com/)**

Flextronics International Ltd. (NASDAQ: FLEX) is a leading end-to-end supply chain solutions company that delivers design, engineering, manufacturing and logistics services to a range of industries and end-markets, including data networking, telecom, enterprise computing and storage, industrial, capital equipment, appliances, automation, medical, automotive, aerospace and defense, energy, mobile, computing and other electronic product categories. Flextronics is an industry leader with \$24B in sales, generated from helping its customers design, build, ship, and service their products through an unparalleled network of facilities in more than 30 countries and across four continents. Flextronics' service offerings and vertically integrated component technologies optimize customer supply chains by lowering costs, increasing flexibility, and reducing time-to-market.



At Flextronics, impossible is where breakthrough begins. As a socially-responsible, global leader in design, manufacturing, distribution and aftermarket services, Flextronics is unique in its ability to provide end-to-end solutions through its innovative and proprietary systems — all to enhance customer competitiveness and success. Working across four business groups and several business units, Flextronics is able to unleash the full potential of the world's most valuable brands and new ventures.

What Flextronics creates is value. By increasing speed to market and driving competitive positioning for customers, Flextronics in essence solves customers' most challenging problems better, faster and more cost effectively than any other company. Flextronics is able to manage big data in a way that allows for trending in market environments that are in flux, allowing the Company to provide solutions for customers, often before a challenge is ever realized.

Flextronics is unique in the depth, breadth and scope of its capabilities. With an unmatched global presence, customers are supported with unprecedented speed in product ramp-up, delivery, and the ability to manage volume regardless of complexity or product mix. Leveraging state-of-the-art processes and systems including LEAN practices, Six Sigma, FlexQ and Flex Flow, Flextronics is the market leader in almost every business in which it operates. Whether high mix/low volume or low mix/high volume, Flextronics can enable any customer's success.

Culture is the most important sustainable, competitive advantage of any company. The Flextronics culture is built on commitment — to customers, employees, environment and the communities in which it operates.

## Business Groups Strategy

Flextronics employs a business group strategy that maximizes the economies of scale of their centralized core services, such as manufacturing, procurement, logistics, IT and customized, market-specific capabilities offered through industry-specific design, engineering and original design and manufacturing (ODM) services. This approach enables Flextronics to deliver highly competitive services in an increasingly complex industry with a diverse, competitive customer base. It also allows Flextronics to make fast, flexible decisions in response to changing market conditions. Flextronics delivers value and innovation to their OEM customers through the following 4 business groups.

### Business Groups

- **High Reliability Solutions** -- supports the unique requirements of customers in the highly regulated and compliance-driven medical, automotive, aerospace and defense and energy sectors.
- **High Velocity Solutions** -- includes products such as mobile phones, smart phones, wireless modules and products, home entertainment equipment, game consoles, printers, copiers, all-in-one PC desktops, notebook and netbook computers, PC and media tablets.
- **Integrated Network Solutions** -- includes networking, communications, server and storage, enterprise and home connectivity (including base stations, core routers and switches, optical and optical network terminal equipment, set-top boxes, DSL/cable modems, enterprise storage device and servers).
- **Industrial and Emerging Industries** -- includes appliance & lifestyle solutions, equipment, emerging industry solutions, and Special Business Solutions.



### Global Leader in Medical Design & Manufacturing

Flextronics Medical provides innovative design, industrialization, manufacturing, and logistics services to medical devices, equipment, and disposables companies worldwide. Flextronics enables their customers to be more competitive by bringing innovative medical products to market faster and at lower costs, with commitment to quality in everything Flextronics does.

Flextronics' design and manufacturing capabilities encompass a wide array of products – from small medical devices to large medical equipment.

### Markets Served



Flextronics Medical's qualified design and manufacturing facilities worldwide have expertise in both low volume/high mix, as well as high volume/low mix product requirements in the following markets: consumer health and diagnostics (blood glucose meters, blood coagulation test and laser skin); drug delivery (electromechanical drug delivery systems, including insulin, HGH, pain, MS and asthma); disposable devices (catheters, wound management and endoscopic instrumentation); life science diagnostics (diagnostics and high-pressure liquid chromatography); and imaging and monitoring (ultrasound, CT, MRI, PET, X-ray and patient monitoring).

## Scope of Services

Flextronics Medical's end-to-end solutions span the entire product life cycle, covering design, manufacturing, distribution and service.

### Design

- Program Management
- Industrial Design
- User Interface Development
- System Architecture
- Mechanical Design
- Electronics Design
- PCB Design
- Software Development
- Thermal & Power Management
- Design Verification Testing
- DfX Services
- NPI & Industrialization
- Factory NPI
- Quality & Regulatory Compliance

### Manufacturing

- PCB/Flex Circuits
- LCD Displays
- Cables
- Machining
- Plastics
- Advanced Miniaturization
- Metal Fabrication
- PCB Assembly
- System Integration & Final Test
- Plating & Surface Finishes
- Packaging

### Distribution

- Build-to-order
- Configure-to-order
- Outbound Logistics & Hubbing
- Distribution & Direct Fulfillment

### Service

- Repair/Refurbishment
- Warranty Support
- Service Parts Logistics
- Remarketing
- Asset Recovery
- Reverse Logistics

## Medical Global Customer Base



## Current News & Events:

- [Flextronics 2013 Annual Report \(PDF\)](#)
- [Flextronics Reports First Quarter Results](#)
- [Flextronics Social Responsibility Pledge](#)
- [2013 Investor & Analyst Day Presentation \(PDF\)](#)
- [Flextronics: Day In The Life Video](#)

## Flextronics Executive Leadership Team:

- **Mike McNamara, Chief Executive Officer**
- **Chris Collier, Chief Financial Officer**
- **Paul Humphries, President, High Reliability Solutions (Automotive, Medical, Energy and Aerospace)**
- **Mike Kemp – President Medical**

## **The Opportunity – Director, Business Development – Medical Business Segment**

Flextronics is looking for a Director, Business Development – Medical Business Segment to be a key member of the Flextronics Team. Reporting directly to Bill Partridge, Vice President, Business Development – Medical Business Segment. The Director, Business Development – Medical Business Segment is responsible for participating in the formation and execution of corporate and strategic plans and to create new business and sustain current accounts.

The ideal candidate must be very comfortable with a hands-on, multi-dimensional, high growth business development leadership role. Flextronics brings strong leadership capability into a competitive marketplace. This type of challenge is a selling point for the right individual, who can appreciate the magnitude of the breakout opportunity presented to them. Flextronics is looking for a passionate yet humble, unselfish, thick-skinned, extremely creative well-balanced leader who will thrive in this fast-paced, team-oriented environment. The dynamic nature of Flextronics' business demands this person have the flexibility to both drive and adapt to change, push their own personal and professional limits, and possess the character to stand in the face of uncertainty, and the judgment and experience to know which course to pursue.

### **Position Profile**

The synergy of Flextronics' portfolio of capability has created a huge opportunity in multiple growing Global Medical markets. Flextronics is uniquely positioned to drive from their market leadership position and achieve dramatic growth in the Medical market segments they serve.

Upon arriving at Flextronics, the Director, Business Development – Medical Business Segment will be expected to draw on personal experience to quickly assess ongoing activities, as well as plan and implement a customer centric profit driven executable growth strategy. Though the Director, Business Development – Medical Business Segment will inherit several existing accounts, this individual will be primarily focused on developing new business opportunities within new accounts.

The essential Business Development duties and responsibilities for the role include:

- Develop new strategic alliances with key target medical device & pharmaceutical OEMs, with the objective to achieve specific booking targets.
- Analyze and understand customer's business strategy, future product plans, expansion activities, and align Flextronics resources where mutually beneficial.
- Define business priorities through a broad and far vision of market and technology needs, to include initiating and managing business development activities that will strengthen, expand and drive market penetration.
- Work closely with the Business Development Team and the Finance Department to control budgets within the department.
- Assist current accounts in the development and execution of product roadmaps and act as a focal point in delivering Flextronics' solutions which include concept development, industrial design, manufacturing, supply chain/logistics, services support and reverse logistics.
- Support senior management with regard to managing and evaluating key personnel and in terms of talent acquisition to provide further potential to business resources.

This executive will have the opportunity and challenge of supporting growth of a state-of-the-art Electronics Technology solutions business targeting the sweet spot of the Medical market. Flextronics' growth is expected to dramatically outpace the industry. As this individual's experience with Flextronics grows over time, so will their role and responsibility. This executive works cross-functionally with Flextronics executives, peers, and subordinates daily to ideate, support, implement and guide overall company evolution and growth.

The following characteristics and experience will describe the successful candidate:

- Currently in a Senior Business Development role responsible for +\$20M in business development with a track record of driving above industry average revenue and margin growth, the ideal candidate possesses +7 years of



progressively advancing Business Development and/or account management experience working with large Medical Device and/or Pharmaceutical OEMs. Experience working in the EMS industry selling Medical Device design & manufacturing services is highly advantageous.

- Possessing a working knowledge of the North American Medical market, the candidate should be well connected into Tier-1 and OEM customer bases in North America, and must have existing leveragable relationships with Medical Device and/or Pharmaceutical OEMs.
- Candidates should be familiar with standard concepts, practices and procedures operating under regulatory and quality requirements such as FDA QSR, ISO13485, ISO14971.
- Capable of selling comprehensive design and manufacturing services into new accounts, candidate possesses a demonstrated ability to personally develop, qualify, and close large politically complex business solution opportunities at large clients. This individual must have demonstrated a consistent and proven ability to function exceptionally in all phases of sales and delivery (e.g., opportunity identification and qualification, engagement scoping and management, client relationship management, closing).
- Must be able to articulate their demonstrated approach to account sales strategy, planning and execution including any "solution selling" methodologies consistently employed (e.g., Strategic Selling (Miller/Heiman); Power Base Selling (Holden); Strategic Selling (Bosworth); SPIN Selling (Rackham); Target Account Selling (Target Marketing Systems), et al.).
- Has demonstrated a strong ability to develop and maintain relationships with client executives up to the Boardroom level; able to build and position compelling customer specific value propositions at each of the levels targeted within an account hierarchy, must be able to "map" out the various "players" in the politically complex accounts while defining your specific approach/strategy to building business relationships up/down/across targeted account organizations.
- Able to profitably and synergistically leverage employer's company-wide key differentiators to include technology, unique manufacturing capability, and other value added capability to build and position customer specific compelling value propositions versus simply attempting to differentiate based on being a low cost supplier.
- Experienced working as part of a collaborative senior Business Development teams, this individual is able to interface and garner support from company resources productively and collaboratively across their organization and across the overall employer's company; is adept at directly developing trusted advisor relationships with customers.
- Possessing the ability to think and plan strategically, this individual also has the ability to execute tactically, concurrently manage multiple customers and complex priorities within demanding timeframes, and ensure accountability for results that maximize contribution to business objectives.
- Experienced defining, setting and leading the execution of a business development plan to achieve quarterly and annual employer P&L objectives.
- Possesses excellent organizational, time management, team building, verbal and written communication skills.
- Must be knowledgeable about relevant market dynamics, customer base, and competitive environment.
- Possesses a Bachelor's degree in engineering, sciences or business; MBA is preferred.

**For more information please contact: Michael Rothstein, Managing Principal, Executive Advantage Group, Inc.  
Email • [mrothstein@executive-advantage.com](mailto:mrothstein@executive-advantage.com) • Phone: 503.372.9084**

**Executive Advantage Group, Inc. • Offices in Silicon Valley and the Pacific Northwest • [www.executive-advantage.com](http://www.executive-advantage.com)**