

## Anthony J. DeLizza, MS

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### Summary Experience

Seasoned executive and consultant in the medical device and services industry. Providing consultant services through coordination of affiliate consultants to a variety of healthcare manufacturing companies. Held leadership positions in marketing, general management, business development, and technical roles at market leading companies including J&J/LifeScan and Syntex. Founded and brought to commercial launch iCare Health Monitoring - a consumer focused chronic disease home monitoring company. Played a key management team role at a blood glucose products start-up, Pelikan Technologies.

### EMPLOYMENT

*April 2007 – Present, Founder and Principal, First Light, LLC, Los Altos, CA*

Founded an integrated medical products and services marketing and business consulting company carrying out projects in consumer and professional marketing, business development, product portfolio, and other areas. With an international focus, First Light has supported clients in the US, Europe, Australia, and Asia. The key to this endeavor is coordination of expert affiliate consultants that support the needs of client projects. Tony uses his network of professionals that he has assembled throughout his career, and combines that with a deep knowledge of the products, technologies, customers, and business drivers.

*January 2005 – March 2006, Vice President Global Marketing and Sales, Pelikan Technologies, Inc., Palo Alto, CA*

Internationally launched the Pelikan Sun™ Lancing Device, a digital lancing technology, and pre-launched the Integrated Glucose Meter. Implemented selling distributors and managed media, advertising, and professional sales campaigns. Marketing portfolio development and Clinical Studies. Member of management team and made quarterly reports to BOD.

*March 2004 – December 2005, President, co-founder, iCare Health Monitoring, Inc., Denver, CO*

Remote home monitoring and education of chronic disease patients. The iCare™ Home Monitoring System, a service coupled with innovative monitoring technology, manages patients through daily dialogs and tracking of exceptions, and provides patients with self-management information. Created business plan, obtained \$4MM funding through JV partnership, in-licensed technology, negotiated partner deals, and executed to launch. Company merged with JV partner.

1994 – 2004 *LifeScan, a Johnson & Johnson company, Milpitas, CA*  
A series of positions, progressive in leadership and responsibility.

*2000 – 2004, Director of Business Development*

Responsible for licensing, opportunity scanning, and M&A assessment of target companies in the informatics and disease management categories of diabetes and weight loss. Key member of LifeScan and J&J strategic teams addressing e-business, informatics, and disease management. Led deals for licensing, marketing/R&D partnerships, and coordinated J&J Development Corporation venture funding.

*1998-2000, Director, LifeScan Cardiovascular Business Unit*

General manager reporting to President. Created and managed a business unit dedicated to the development and commercialization of home anticoagulation monitoring. Led Harmony™ system from R&D through FDA 510(k) clearance. Obtained J&J funding for program at various stages. Led all commercial development elements. Directly supervised Development, Manufacturing, QA, Marketing, Reimbursement, and Licensing. Coordinated SAB and outcomes research and publications to influence public policy. Managed program that later led to Medicare reimbursement code for product – first in category. Led Business Development efforts to identify/license/acquire other cardiovascular opportunities. Chaired executive team of LifeScan VPs and President.

*1997-1998 Program Director, ONETOUCH® SureStep®Pro*

Cross-functional leader responsible for development and launch of the SureStepPro hospital blood glucose system with advanced medical informatics. Product is now US market leading hospital blood glucose system at approx \$100 MM revenue.

*1994-1997 Director, Healthcare Marketing*

Responsible for institutional marketing, professional relations, government affairs, product reimbursement, and diabetes camp programs. Restructured and grew to >35% share of US hospital business, leading major changes in company strategic focus to gain resources for new programs. Key industry player in obtaining 1996 congressional BBA Medicare coverage of glucose supplies for Type 2 diabetes through trade associations, coordination of ADA, AADE, AACE efforts, and J&J lobbying.

- 1989 - 1994 *Manager, Product Support, Syva Company, Palo Alto, CA*  
Led product support group in Development, providing scientific and development support for >160 product finishes in EMIT® immunoassay lab and POC products. Conducted technical competitive evaluations and sales training. Directly developed products for SmithKline Labs. Managed government affairs through trade associations and direct lobbying of HHS on CLIA.
- 1988 - 1989 *Manager, Clinical Studies, ChemTrak, Inc., Sunnyvale, CA*  
Led Clinical, Development, and RA toward development and FDA clearance of AccuMeter® Home Cholesterol Test – the first home cholesterol test in US market – distributed by J&J.
- 1983 - 1988 *Senior Scientist, Syva Company, Palo Alto, CA*  
Bioorganic chemist in the design and preparation of enzymic and immuno-based reagents for immunoassays and blood typing, for non-instrumented home devices and lab systems.
- 1979 – 1983 *Bio-organic chemist, Collaborative Research, Inc., Waltham, MA*  
Staff chemist in research preparing nucleic acid linkers, anti-cancer pharmaceuticals, and immunoassay systems. SAB reported under Nobel laureate David Baltimore.

## **EDUCATION**

- 1979 *MS, Medicinal Chemistry, Northeastern University, Boston, MA*  
1977 *BA, Chemistry/English, New York University, New York, NY*