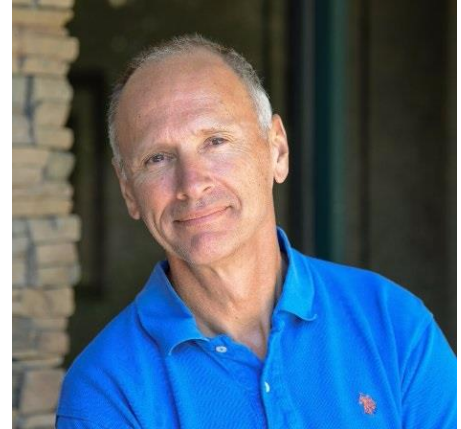


About:

Core competencies include; Senior Advisor, Sales strategies, team building, fund raising, problem solving.

Joseph Storm...

My name is Joseph Storm and I have been involved in startups and growing young companies for virtually my entire career. My passion for overcoming all the challenges that face a young business including; setting sales strategies, raising capital, building an effective team, and working with investors can at times seem impossible if you haven't been there before.



Storm Medical:

Very early in my career, my focus was on sales and learning various ways to overcome objections and turning what seems a disadvantage to a reason to buy. After starting my career in medical sales soon after college, I became an independent sales rep, before eventually starting my own rep firm, first on the West Coast before going on to build a national sales team. From the start I focused on companies early in their growth where there were more opportunities to make a difference. Where others saw problems or disadvantages, I saw opportunities and a way to make a difference.

Witt Biomedical Corporation:



My transition from running my own sales firm to co-founding my first startup was a great example of turning a challenge into a winner. The company, Witt Biomedical, was creating a new monitoring device to be used in Cardiac Cath Labs. Hemodynamic monitors are a key component in one of the most important departments in any large medical center, and an expensive investment for any hospital facility. The key to this company's survival was securing

the initial sales, which set the business's path going forward. My key role in this enterprise was establishing these important first sales that eventually allowed the company to be a leader in the field against the largest companies in the sector including General Electric, Siemens and Philips Medical who eventually purchased us.

My Personal Interests:



Personally, my enjoyment of these types of challenges led me to some of my hobbies, which include competitive cycling, vintage car rallies, as well as restoring sports and racing cars. I find outdoor activities a great balance with work and have lived in Northern California most of my life where my wife and I have raised our children and enjoyed what the San Francisco Bay Area has to offer.

