

Joe Monroe

Medical Device CEO & Operating Partner

I grow, scale, and turn around medtech, diagnostics, and healthcare technology companies — especially where the product is complex or FDA-regulated. CEO or senior commercial seat, for private equity, boards, and founders. Twenty years, idea to exit.

22

Companies across my career

20 yrs

In medtech & healthcare

\$45B+

Combined deal value of companies I worked in

7

Acquired by larger players

SELECTED TRACK RECORD — PUBLIC MILESTONES

Hillrom — connected care · \$10.5B to Baxter
 Medline — med-surg · \$34B LBO → 2025 IPO
 Novadaq — surgical imaging · \$701M to Stryker
 Ceribell — AI EEG · Breakthrough · IPO 2024
 RF Surgical — patient safety · \$235M to Medtronic

Invuity — surgical lighting · IPO → \$190M to Stryker
 Agiliti — equipment-as-a-service · \$2.5B take-private
 Xenex — UV disinfection · FDA De Novo
 Accuray — CyberKnife · category creator (Nasdaq)
 Karl Storz · Arjo · Thorasys · Richard Wolf

CURRENT & RECENT OPERATING ROLES

GraMedica — CEO (current) HyProCure: 100,000+ procedures / 46 countries · Premier Breakthrough recognition · national GPO access · EU MDR cleared · VA · DoD · IHS federal channels opened.

JTECH Medical — former CEO 35-year-old physical-medicine diagnostics brand; same commercial playbook.

BEYOND THE OPERATING SEAT

MedTech Innovator — advisor, Value Workshop (with AdvaMed), world's largest medical device accelerator.
 Canada's Drug Agency — advisor on health technology assessment for medtech & digital health reimbursement.

WHERE I FIT

Healthcare or medical device companies from ~\$25M revenue with room to grow, capital already in place, and the job is to operate, not fundraise. A senior seat from SVP through CEO. Not advisory, not part-time.