

Brendan Reinke, MBA, MS, MPS, NPDP, PMP

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Professional Summary

Passionate and results-driven leader offering 17 years of diverse medical device experience including product and program management, design, manufacturing, and supplier quality engineering. Highly skilled in identifying opportunities to maximize revenue with a proven history of driving execution and product launch. Years of success in new product programs, product life cycle, roadmap development, and market research.

SKILLS & CERTIFICATIONS

Strategy	Cross-Functional Team Leadership, Agile Methodologies, SCRUM, Product Management, Product Development, Product Requirements, Business Requirements
Business	Customer Engagement, Program Management, Engineering Management, Variable Cost Productivity, Supplier Management, Manufacturing Management, Business Intelligence
Design	DMAIC, LEAN, User Experience Design, Design for Manufacturing, Design for Service, Story boards, Mockup's, Minimum Viable Products (MVP)
Certifications	Adaptive Product Management (GE Crotonville), Product Strategy (Product School), Product Roadmapping (Product School), Lean Six Sigma Black Belt (GE), CAP (GE), New Product Development Professional (PDMA), Project Management Professional (PMI)

PROFESSIONAL EXPERIENCE

Senior Project Manager - Baxter

Oct 2023 - Current

- Led global cross-functional projects within the front-line care portfolio to complete product redesign development/modifications of current model products.
- Identified project goals, scope, deliverables, and execute projects to drive compliance, growth in new markets, lifecycle management, and margin for the front-line care portfolio.
- Owned the project budget and timeline ensuring all project materials are completed when expected.
- Drove improvement opportunities within the products and business for process improvements and variable cost saving opportunities.
- Ensured effective communication with stakeholders and leadership concerning project status.

Senior Detector Product Manager - GE HealthCare

2022 – Sept 2023

- Led the strategic product management initiatives for GE HealthCare's X-ray detectors, overseeing the entire product life cycle and successfully driving commercialization efforts.
- Achieved the successful launch of FlashPad Plus and FlashPad Select detectors resulting in an improved customer experience, new system level offerings, and opened new markets and customer segments.
- Spearheaded the development of a lifecycle financial model for detectors, contributing to strategic planning, product roadmaps, and surpassing business objectives.
- Implemented FlashPad HD reliability improvements with SDK update, meeting MDR labeling requirements, resulting in \$2M material savings and 800 hours in FE labor annually.
- Managed the development and tracking of global sales forecasts and demand plans, collaborating seamlessly with cross-functional teams to optimize inventory levels and meet financial targets.
- Formulated and implemented strategic plans for the introduction and enhancement of detectors and upgrade kits, resulting in increased market share and sustained profitability.
- Collaborated effectively with cross-functional teams in a matrix organization, ensuring seamless cooperation for product development and market expansion.
- Conducted comprehensive market analyses, assessing competition and identifying new growth opportunities, ultimately influencing strategic decisions and roadmap development.
- Established strong relationships with primary and secondary customers, while engaging with Key Opinion Leaders (KOLs) to gather valuable feedback for product improvements.

Lead Program Integrator - GE HealthCare**2018 – 2022**

- Successfully launched mobile X-ray products, including AMX Navigate and AMX 240, by managing the new product development process utilizing SCRUM and leading global cross-functional teams.
- Managed the release and productization of new artificial intelligence applications embedded as SAAS within x-ray systems software.
- Drove the completion of detector abstraction program 6 months ahead of schedule by combining milestones, reducing high level risks from 18 to 1, and ensuring software platform design supports being agnostic.
- Executed the production milestone (M4) plan of the AMX 240 which drove improvements of IFR90 by 27%, complaints by 19%, and warranty by 49%, all while taking \$161M in orders versus a plan of \$75M and realizing \$142M of sales revenue versus a plan of \$75M.
- Led a team of 50 engineers to develop a demo mode for the AMX Navigate enabling customers to simulate their patient exam workflow.
- Demonstrated leadership skills by effectively leading cross-functional, multi-cultural teams fostering collaboration and achieving project goals.
- Exhibited strong written, verbal, and interpersonal communication skills, delivering impactful formal presentations and serving as a Subject Matter Expert (SME) in communication with senior leadership.

Lead Electrical Engineer | Hardware Integrator - GE HealthCare**2016 – 2018**

- Supported the Optima XR240 program(s) as Hardware Integrator and scrum master ensuring all hardware design aspects were planned and completed on time for the program utilizing agile.
- Designed and launched the AMX200/220 to AMX240 upgrade kit, enabling existing customers to upgrade their systems and while keeping existing accounts, resulting in \$10M in revenue per qtr.
- Designed and implemented (IQ, OQ,PQ) tube alignment fixture into manufacturing, realizing \$125k annual VCP.
- Obtained Reliability certification by utilizing MVP's and continuous customer feedback to re-design the mobile X-ray hand switch achieving an improved user experience and 10x increase in reliability.

Supplier Quality Lead Engineer - GE HealthCare**2014 – 2016**

- SQE core team lead for the CT Revolution 1.5 program, ensuring program deliverables were met to enable a successful product launch including overseeing over 100 new part qualifications.
- Manage suppliers within Power, E&M and Cable & Harness purchase families for the MICT and ISS businesses ensuring business quality metrics and compliance were met.
- Interface with Suppliers, Engineering, Service, Manufacturing and Sourcing to drive quality improvements that minimize defects and field failures.
- Execute part quality plans (PQP) with the suppliers by methods of pFMEA, Control Plans, Capability Studies to ensure part quality and adherence to the GEHC specifications.
- Perform ISO 9001 and 13485 supplier and internal audits utilizing GE auditor certification.

Kaizen Promotion Officer (KPO) - GE HealthCare**2011 – 2014**

- Designed the CT In-house bearing replacement process resulting in cost savings of 360k annually for the business and achieving six sigma green belt certification.
- Owned CT product line transfer and swimlane project enabling footprint consolidation, increased material flow and supermarket to support manufacturing.
- Acted as manufacturing engineer leader and lean leader for GoldSeal and X-Ray modalities.
- Acted as production team leader for MR cabinet line managing 50 production associates.
- Led and executed validation, verification and design transfer activities for GoldSeal and X-ray.
- Manufacturing lead for several CT new product introductions including creating and executing design transfer deliverables.

EDUCATION

University of Maryland
Masters in Product Management
2024

Marquette University & Medical College of WI
Master of Healthcare Technology Management
2012

Jack Welch Management Institute
Executive Master of Business Administration
Welch Scholar Distinction
2021

IIT Technical Institute
BS in Electronics and Communications Engineering
2006