



TONY SPADARO

President and Founder

THE LAUNCH ADVISORY TEAM

BusinessCare for HealthCare™

TONY SPADARO SUMMARY

- Global Marketing
- Business Development
- Sales
- Strategy

Tony Spadaro brings an exceptional track record in business, marketing, launching products, market research, and sales. He is skilled in upstream business and market development activities, identification and analysis of new market opportunities, product launch, sales development, and training. He has launched products in diagnostic reagent and instrumentation, interventional cardiology, interventional radiology, urology, infection prevention, anesthesia, medication delivery, wound management, environmental engineering and more. Recognized as a marketing leader, he is a 3-time winner of the Becton Dickinson “Shining Star” Award for marketing best practices and creativity. He is also the recipient of Becton Dickinson Anesthesia Business’ Outstanding Performance Award for exceeding budgeted growth and implementing a global prioritization process.

Tony is President and Founder of Round the Mark Marketing, LLC, a firm committed to increasing marketing and business effectiveness, and he currently serves as CMO and Board Member of the patient engagement firm, Optimal Patient Care, LLC. Prior experience includes a successful career in immuno-chemistry resulting in a US Patent award for freeze drying process of antibody coated latex particles.

Tony’s expertise is associated with some of the most noteworthy life science and business brands. They Include: Technicon Instruments (Bayer), Becton Dickinson, Meadox Medical (Boston Scientific), Ansel Healthcare, Quest Diagnostics, Carpenter Environmental, and Optimal Patient Care.

Tony is a graduate of Rochester Institute of Technology and attended Pace Lubin School of Business. Certifications include: Edward De Bono Six Thinking Hats for Creative and Parallel Thinking, The Kellogg Executive Management Program, and Six Sigma Green Belt.

Tony Spadaro is passionate about life, sailing, and delivering on great business opportunities.