

VLADYSLAV PUZANKOV

vladpuzankoff@gmail.com • +381 63 7733 902 • linkedin.com/in/vladpuzankoff

ACCOMPLISHED SALES AND MARKETING LEADER WITH 19+ YEARS IN MEDTECH, driving commercial success for **advanced health technologies with a focus on radiation therapy** in global markets with **experience in Europe and Asia-Pacific**. Executing go-to-market strategies, **expanding market share, enhancing profitability**, and strengthening customer relationships. Adept at talent development and **leading cross-functional teams** to deliver measurable outcomes. Experienced in positioning and pricing strategies, **value-driven messaging**, and creating **sales enablement tools** that resonate with diverse customer segments.

CORE COMPETENCIES

- Strategic sales and marketing leadership
- Clinical selling and marketing
- Situational leadership and talent development
- Go-to-market strategy development and execution
- Customer-centric value proposition development
- Cross-cultural team management

PROFESSIONAL EXPERIENCE

COSYLAB • 2026–present time

Director of Sales – Radiation Oncology, Asia-Pacific

PlanOne is a next-generation particle therapy treatment planning system. As Director of Sales for Asia-Pacific, I lead regional commercial expansion, market-entry strategy, strategic partnerships, and customer development across complex regulatory and procurement environments.

- Developed PlanOne's **Asia-Pacific commercial launch strategy for 2026–2029**, aligning market priorities and launch sequencing with the regulatory approval strategy and establishing regional financial targets.
- Identified, evaluated, and **appointed three new distributors** covering Southeast Asia, Taiwan, and India.
- Expanded the Asia-Pacific **sales pipeline by €10M within the first four months** through new opportunity development and regional launch activities.
- Developed PlanOne's **core positioning, market-specific messaging, and sales-enablement tools** in close collaboration with Marketing, equipping regional commercial teams and distribution partners to communicate a consistent and differentiated value proposition.
- In collaboration with clinical KOLs at a flagship Southeast Asian cancer care provider, formulated the hypothesis and **initiated a comparative treatment-planning study** to benchmark PlanOne against competing systems and build evidence for its competitive differentiation.
- Established **strategic engagements with three Japan-based OEMs** to strengthen PlanOne's vendor-neutral positioning and advance product validation and market-access pathways across Asia-Pacific.

ELEKTA • Region Europe • 2022–2025

Vice President and Head of Business Line Neuro, Region Europe

Leksell Gamma Knife, the gold standard in intracranial radiosurgery, is backed by robust clinical evidence. As Head of Business Line, I lead a team of four Business Managers and two Sales Directors, driving strategy and expansion across Europe, Eurasia, and Israel to achieve a \$32M target for fiscal year 2024-25.

- Developed and executed a go-to-market strategy for the region, leveraging market segmentation to maximise growth opportunities in both greenfield segment and the existing installed base, resulting in a **34% expansion of the sales pipeline** and a projected **12% growth in orders** for the next fiscal year.
- Conducted comprehensive market analysis of nine significant markets in the region, focusing on greenfield opportunities for Gamma Knife Radiosurgery adoption and developed tailored **strategic plans to establish a presence in untapped areas**.
- Led the expansion of Leksell Gamma Knife into underserved markets, achieving key milestones, including:
 - Launching **the first-in-country system in Georgia**, now operational and projected to treat 140 patients in its first year.
 - Introducing **a second system in Belgium through an impactful competition-flip deal** and identifying potential for a third installation—an unparalleled achievement in a market of just 12 million people.
 - Expanding the pipeline to include new countries such as Albania, Azerbaijan, Israel, Hungary, Uzbekistan, Kyrgyzstan, and Turkmenistan, unlocking **over \$20M in opportunities in previously untapped markets**.
- Implemented lifecycle management plans for the installed base to optimise radioactive source replacement timelines and enforce end-of-life policies, resulting in the **conversion of 17% of the installed base** to the latest Leksell Gamma Knife model since its launch in 2022.
- Conducted a comprehensive survey of European Leksell Gamma Knife users to assess satisfaction, identify needs, and uncover concerns and aspirations. The analysis drove impactful initiatives, including **expanding treatment indications, spearheading reimbursement improvement strategies, and enhancing the value of after-sales support**.
- Successfully rebuilt the Leksell Gamma Knife team in the region, aligning talent acquisition with market-specific needs, driving **improved team performance, stronger customer relationships, and sales growth**.
- This transformation also enabled a strategic **pivot from broad-based marketing to account-based marketing**, delivering a more focused approach to engaging prospective customers and **optimising marketing investments**.

- Launched an account-based **campaign to promote the synergistic use of Elekta's advanced platforms**—Leksell Gamma Knife and Unity MR-linac—for CNS disease management, leveraging best practices from Sunnybrook Health Sciences Centre's successful implementation.
- Spearheaded a **high-impact initiative to reintroduce the Leksell Gamma Knife in Switzerland** following its shutdown in Lausanne due to radioactive source-based device restrictions, working in close collaboration with the Swedish Embassy to navigate regulatory challenges and restore market presence.
- Designed and implemented **educational programmes to empower internal teams of account managers**, including the "Learn from KOL: How to Sell a Gamma Knife" series and targeted training for the Leksell Gamma Knife team on demand generation selling, **driving lead generation through a broader network of account managers**, and fostering a strategic approach to selling Leksell Gamma Knife.

ELEKTA • Singapore • 2018–2022

Director of Sales, Unity MR-linac, Asia-Pacific

Unity MR-linac revolutionised high-field MR-guided Radiation Therapy (MRgRT), with clinical use starting in August 2018. As Director of Sales, I led the go-to-market strategy for Asia-Pacific, drove MRgRT adoption, led sales teams, and built a robust pipeline, overseeing a \$25M budget for fiscal year 2021-22.

- Designed and implemented one- and three-year go-to-market strategies across Asia-Pacific markets, **targeting 40% year-over-year sales growth**, while effectively aligning plans with internal stakeholders to ensure execution excellence.
- Secured groundbreaking **first-in-country MR-linac deals in South Korea and Taiwan** in collaboration with sales teams and channel partners, establishing key market entry points.
- Drove a **comprehensive MR-linac awareness campaign** targeting prospective customers:
 - Engaged early adopters to share their real-world experiences and outcomes at local and regional conferences, amplifying credibility and accelerating technology adoption.
 - Organised speaker tours to showcase the technology's value proposition and benefits to diverse audiences.
 - Delivered over 70 product presentations in 2019, including at nine major regional and local conferences.
- Designed and implemented a **targeted incentive scheme for the account managers to drive MR-linac pipeline growth** in Asia-Pacific, integrating a sales roadmap into the company's CLM and aligning its implementation with the incentive programme.
- Identified technology adoption challenges at the first clinical site in Asia-Pacific and collaborated with the global training team to **enhance the users' training programme, integrating peer-to-peer learning modules** to accelerate user proficiency and adoption.
- Initiated and spearheaded the development of the MR-guided Radiation Therapy National Program in Taiwan, in partnership with the Taiwan Society for Therapeutic Radiology and Oncology, establishing a foundation for **nationwide adoption and clinical excellence**.

PHILIPS HEALTHCARE • Singapore • 2016–2018

Business Development Manager, Radiation Oncology, APAC

Philips Healthcare launched a Radiation Oncology Business Unit delivering Integrated Radiation Oncology Solutions from treatment simulation to planning. As Business Development Manager, I drove market adoption in Asia-Pacific, led sales and marketing teams to achieve targets, and managed a €5.9M budget in 2018.

- Achieved a **61% year-over-year growth in order intake** for Pinnacle³ Treatment Planning Software across ASEAN & Pacific markets, including Southeast Asia, Australia, New Zealand, and South Korea in 2017.
- Led the transition of Pinnacle³ Treatment Planning Software business in Japan, the second-largest installed base globally, from a channel partner that simultaneously represented a competitor, **reversing a dramatic sales decline and achieving €1.5M in order intake within one year**—matching the sales level of four years prior.
 - Introduced subscription models and hardware replacement programs, restructured customer support through service contracts.
 - Delivered comprehensive product and sales training to 60 account managers and 10 district managers, strengthening market engagement and expertise.
 - Designed and executed the inaugural Japanese Pinnacle User Group Meeting, promoting Integrated Radiation Oncology Solutions to the extensive Pinnacle³ user base.
- **Championed the adoption of Integrated Radiation Oncology Solutions** across Asia-Pacific by securing leadership buy-in, training business managers and sales teams, and collaborating with marcom teams to position solutions as tailored innovations rather than off-the-shelf products.

CENTURION INFORMATION SECURITY (a side project) • Singapore • 2015–2017

Co-Founder

Co-founded and led a Singapore-based penetration testing and information security advisory firm, driving initial growth through strategic planning, customer engagement, and talent acquisition.

- Developed the business plan, secured a technical co-founder, and incorporated the company.
- Designed and executed a go-to-market strategy, securing initial customers and **generating S\$210K revenue within the first year**.
- Led sales and oversaw daily operations, including marketing, cash flow management, P&L oversight, and recruitment of top-tier information security experts.

TRANSMEDIC • Singapore • 2007–2016

Senior Product Manager

Led sales and marketing strategy for radiation therapy, interventional radiology, and surgical oncology devices in Southeast Asia and Hong Kong, managing 3 direct and 11 indirect reports. Oversaw channel partners in Vietnam and Myanmar, driving regional growth with a S\$6.35M budget in 2016.

- Led sales and marketing for a suite of **radiation therapy solutions** (TomoTherapy, CyberKnife, Mobetron, Pinnacle³) across Southeast Asia, driving significant growth and adoption:
 - **Expanded TomoTherapy installed base from 1 unit in 2006 to 12 units in 2016**, leading first-in-country deals in the Philippines and first-in-region TomoTherapy-only department.
 - Secured **the first Southeast Asia deal for Mobetron** intraoperative electron linear accelerator.
 - Grew Pinnacle³ installed base, creating a €0.8M sales pipeline in 2016.
- Built strong relationships with stakeholders from end-users to C-level executives, driving adoption and ROI through user education and regular demand-generation events, including:
 - SBRT and SRS Symposium, Singapore (2013): 30+ attendees, 3 international speakers.
 - TomoTherapy Users Meeting, Philippines (2014): 50+ attendees.
 - Seminar on Latest Radiation Therapy Technologies, Vietnam (2015): 100+ attendees, 4 speakers.
- Delivered impactful public talks at national conferences to promote advanced radiation therapy technologies, enhancing brand awareness and adoption in the region.
- Led sales and marketing for a portfolio of **interventional radiology solutions**, including Radiofrequency & Microwave Ablation, Cryo-ablation, Drug-eluting Beads, and Yttrium-90 Microspheres, across Southeast Asia and Hong Kong, driving revenue growth from S\$1.55M in 2010 to S\$3.05M in 2015:
 - Expanded Drug-eluting Bead business to Vietnam in 2012, **increasing regional revenue by 40% to S\$1.18M**.
 - **Grew Radiofrequency Ablation revenue by 70% to S\$1.5M** in 2013 by entering Hong Kong and the Philippines.
 - **Increased sales in saturated Singapore market by 23%** in 2014 through introduction of OKRs for the sales team, achieving S\$1.01M in revenue.
 - **Launched Microwave Ablation** in key markets (2015-2016), driving adoption among leading accounts, with the technology accounting for 48% of ablation procedures in Singapore within 18 months, resulting in an 11% revenue increase and the first system sale. **Successfully launched Cryo-Ablation** in, which was selectively used mostly in renal ablation cases.
- Regularly conducted in-house training for product specialists and channel partners to enhance expertise and performance.
- Led sales and marketing of **surgical oncology solutions**, including Hyperthermic Intraperitoneal Chemotherapy (HIPEC) and Robotic Surgery, across Singapore, Malaysia, the Philippines, and Thailand:
 - Led and closed multiple da Vinci robotic surgery system deals across Southeast Asia; managed a regional team of clinical sales specialists and streamlined Singapore's Robotic Surgery operations, delivering **consistent 8 % quarterly instrument sales growth** versus prior ± 20 % fluctuations.
 - Grew HIPEC revenue from **S\$20K in 2011 to S\$250K** in 2015 by quadrupling the user base in Singapore and driving regional adoption, with 70% of sales generated outside Singapore by 2015.
 - Developed and executed regional sales strategies, trained teams, and collaborated with thought leaders to drive adoption, including organising the Peritoneal Surface Malignancy Introductory Course to further expand HIPEC utilisation.
- Spearheaded CRM system evaluation and adoption in the Singapore office, educating peers on its benefits, and enhanced team productivity through a self-developed "My Time Management Epiphany" talk delivered as part of the Transmedic Training Institute programme.

RESEARCH AND CLINICAL TRIALS

Phase I prospective safety and feasibility multi-centre study "Bacteriophage Therapy in Wound Care for Critical Limb Ischaemia". Developed trial protocol in collaboration with the Principal Investigators, contributed to the Investigator's Brochure, compiled dossier, and secured regulatory approval from Health Science Authority of Singapore for running the clinical trial • **Singapore • February–November 2016**

EDUCATION AND CERTIFICATES

LUHANSK TARAS SHEVCHENKO NATIONAL UNIVERSITY • Ukraine
MA Education and History, GPA 3.5

UNIVERSITY OF GENEVA, Investment Management Specialisation • Online
Course Certificate

EXTRACARRICULAR ACTIVITIES

- Boxing, wakeboarding
- Wine blogging (<https://vlad.wine>)