



## **Medical Device<sup>®</sup> Positions New Leader for Next-Level Growth; Names Joseph P. Brennan President and Chief Executive Officer**

SAN ANTONIO--([BUSINESS WIRE](#))--As the next step in aggressively increasing sales and growing market adoption, iTraumaCare<sup>®</sup>, an early-stage medical device firm focused on developing traumatic injury solutions for first responder, emergency medicine and military medicine applications, has named Joseph P. Brennan as its President and Chief Executive Officer. Phil Faris will continue to consult with the company on management and growth strategies.

Mr. Brennan is an accomplished leader with over two decades of experience, previously serving in management positions with Genzyme Corporation and Kinetic Concepts, Inc. He also founded sales consulting firm, Redzone Leadership. While at Genzyme, he grew the biosurgical division's commercial sales from \$10 million to over \$100 million and supervised multiple diverse teams through his 17-year tenure. In his position with KCI, he achieved year-to-year commercial growth for product lines in the skin substitute and wound care space. He is a graduate of the United States Naval Academy, and served in Operation Desert Storm as a Division Officer on the USS Frederick as well as worked with the Chief of Naval Operations in the Foreign Liaison Office. He has an MBA from the Goizueta Business School at Emory University.

Mr. Brennan commented, "iTraumaCare has made remarkable inroads into the marketplace and has significant future growth potential. The iTClamp is the first significant improvement to address mechanical hemorrhage control in years, and I look forward to leading continued market growth and aggressive sales strategies for this product to make it a standard of care."

The iTClamp<sup>®</sup> Hemorrhage Control System is designed to control severe bleeding – a leading cause of death in traumatic injury – in seconds. The iTClamp seals the edges of a wound closed to create a temporary pool of blood under pressure that mitigates further blood loss until the wound can be surgically repaired.

Incorporated in 2010 and based in Edmonton, Canada with its global commercialization headquarters in San Antonio, Texas, iTraumaCare is addressing unmet needs in the field of emergency medicine by developing, manufacturing, and commercializing solutions to treat common causes of preventable death in traumatic injury scenarios.

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