

iTraumaCare's new CEO to help company secure new funding

Joseph Brennan will have his hands full over the next several months. The new CEO of iTraumaCare has been charged with leading the early-stage medical device company through its next funding round. In addition, he has been tasked with helping iTraumaCare secure greater commercial adoption of its core product — the iTClamp Hemorrhage Control System.

Brennan, who has served in key management positions with Genzyme Corp. and Kinetic Concepts Inc., will play a critical role as iTraumaCare enters a crucial period in its evolution. The company, which was founded in Canada, has its global commercialization headquarters in San Antonio.

"There is an unmet medical need," said Brennan about the challenges associated with hemorrhaging, one of the leading causes of death among trauma victims.

"We have a product that is going to change the way that patients are treated," he continued. "I saw this as a great opportunity to come in and really help drive the commercial adoption."

One of Brennan's initial tasks will be to guide iTraumaCare through another fundraising round. He said the company hopes to raise roughly \$7 million through that series C round. "That will keep us going for a few years," he said.

"One of the challenges is that we are still a small company. We want to run everywhere but we can't," Brennan added. "We have to focus on the core markets and really drive awareness and adoption so we can grow."

Source: <http://www.bizjournals.com/sanantonio/news/2014/11/03/itraumacare-s-new-ceo-to-help-company-secure-new.html>

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