

## **R. TODD JOHNSON**

### **Executive Vice President (EVP)**

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R. Todd Johnson joined Digi-Net Technologies in 1999 as the Director of Marketing. As one of Digi-Net's first executives, Johnson brings over sixteen years of experience in biotech and industrial technology marketing and advertising as well as direct-to-consumer promotion. He is currently responsible for branding, marketing communications, sales training and executive counsel.

Formerly of AD-TECH Communications, a full-service advertising and marketing firm based in Miami, Johnson spent over seven years specializing in biotechnology and medical start-ups as well as lesser-funded divisions of larger firms. His focus was to maximize smaller available budgets and strategically position them to effectively compete against larger, more established market leaders. Among the more well-known companies to benefit from his counsel are Chiron Ophthalmics, Cordis Corporation, Bledsoe Brace Systems, Optical Radiation Corporation, Bremer Medical, Coulter Corporation, Stratus Immunochemistry, Vision-Ease and Dade Behring.

Prior to AD-TECH, Johnson was a Product Manager for World Medical Manufacturing Corporation, where he orchestrated domestic and international marketing efforts. His responsibilities included traveling to over twenty foreign markets in Europe, the Middle East, Southeast Asia and the Pacific Rim. While abroad, his responsibilities included initiating relationships with local physicians and medical institutions in developing nations. This served to simultaneously bring much-needed invasive medical technologies to otherwise deprived markets, as well as collect clinical data for US regulatory submissions. After overseeing the design and construction of a class 1000 clean room facility and spearheading the company's FDA regulatory efforts, he managed and trained a team of technicians to ensure timely assembly, QA, sterilization and delivery of critical cardiac devices to medical institutions across the globe.