
PETER DENOVE

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Award-winning executive product strategist specialist dedicated to improving patient care through life-enriching technologies, enabling faster recoveries, stronger joints, and enhanced resiliency to repeat injury. A recognized leader in surgical orthopedic devices and implants, at the forefront of extremities and trauma innovation. Established career executive with proven success as a thought leader, industry connector, subject matter expert, and critical visionary for next-generation orthopedic breakthroughs.

Holds deep industry knowledge and a holistic view of business, engaging all aspects of product development – from ideation to patient experience, from prototype to board room, with a leadership and management style that yields success, profit, and media recognition. At-home guiding strategy into action, delivering solutions, taking countless products to market, and acquiring targeted intellectual property.

Motivates and inspires teams, appreciating communication as the key to collaborative work environments. Grounded in a cheerful outlook, fostering a culture of trust and mutual respect with an unparalleled reputation and commitment to excellence.

Executive Leadership | Product Commercialization | Vision & Strategy | Market Analysis | Financial Proformas
Go-To-Market | Acquisitions | New Product Development | R&D
Strategic Partnering | Mentoring | IP Management | Product Management | Orthopedic Surgical Devices

NOTABLE ACHIEVEMENTS

- **Building the Extremities and Trauma (E&T) department ground up**, to 22 product management and 40 engineering professionals, hundreds of employees in all, with \$1 billion in US annual sales FY2024, holding approximately 30% US E&T market share.
- **Leading product excellence** for legacy assets [InternalBrace System™](#), [TightRope®](#) implant, FibuLock® and the all-in-one [Ankle Fracture Management System](#), changing the way patients are treated and gaining national news attention in [Sports Illustrated](#), [ESPN](#), [Newsweek](#), [NFL Network](#), [Runner's World](#), and [Wink](#), as the product responsible for getting athletes like [Tua Tagovailoa](#), Aaron Rodgers, [Cooper Cupp](#), Jaylen Hurts, [Brock Bowers](#), Olympian [Danielle Cameranesi](#), PGA Tour Legend [Bernhard Langer](#) and NHL's [Alex Killorn](#) back in play in record time.
- **Acquiring IP** from four companies (Sonoma, MX Ortho, AOS, AMDT) each contributing key technologies.
- **Earning a Gold Medal** in the [2024 Edison Awards](#) for surgical innovations. (Also, in 2021).
- **Building the E&T division** to surpass the largest segment of Arthrex business in FY2025, taking a sports-focused company into a broader market, understanding IP, and leveraging assets into new sectors.
- **Pioneering the [Product Management Elite Intern](#)** program, growing the sought-after summer internship from inception to now over 130 annual participants, identifying and retaining talent.

LEADERSHIP PROGRESSION

Denove Consulting Group, LLC | Naples, Florida

July 2024 to present

MANAGING DIRECTOR

Assists companies in the medical device field achieve business goals using expert understanding of surgical needs, new product development and business pro forma. In addition, shares in-depth experience in every aspect of operations to ensure cohesion, regulatory compliance, and product excellence.

Arthrex Inc. | Naples, Florida

2016-July 2024

SENIOR DIRECTOR OF PRODUCT MANAGEMENT, EXTREMITIES & TRAUMA

Directing development and marketing of all foot, ankle, trauma, hand, and wrist medical orthopedic devices.

- Guided the company to become a \$1 billion enterprise, accelerating growth by identifying market opportunities and building new divisions within the company.
- Defined, set, and managed product strategy.
- Provided executive leadership in cross-functional teams: R&D, engineering, new product development, IP, regulatory compliance, commercialization and go-to-market strategy, and sales.
- Led a staff of product managers, implementing best practices, operational paradigms, and obsolescence reporting.
- Managed legacy assets and IP.
- Sat first chair for acquisitions of companies and IP within defined targeted opportunities.
- Co-created financial proformas, formalizing approach to market analysis, competitor analysis, and viability assessments.
- Obtained industry buy-in and built a trusted network of doctors, researchers, engineers, and educators.
- Created US and global Marketable Product Idea justification process for evaluating new products and concepts.
- Developed Product Management Elite Intern program, mentoring next-generation leaders, growing in-house talent.

Arthrex Inc. | Naples, Florida

2012-2016

DIRECTOR DISTAL EXTREMITIES PRODUCT MANAGEMENT

Change in title, though the job tasks are equivalent to the above Senior Director of Product Management, Extremities and Trauma position – to drive business success for new sectors of business, ensuring financial performance and product excellence.

Arthrex Inc. | Naples, Florida

2001-2012

GROUP MANAGER, SMALL JOINT

Recruited to Arthrex in 2001 to work primarily in orthopedic medical devices for knees.

- Identified opportunities to repurpose knee-designed products in the foot and ankle orthopedic implants market.
- Developed business plan to expand Arthrex's core knee and shoulder IP into new joint markets, with support from Founder/CEO Reinhold Schmieding, what would become the Extremities & Trauma division.
- Developed first trauma products in 2006.
- Evolved from product manager for a portfolio of Arthrex core medical devices to developing E&T business plan. Served as Team Leader over Small Joint leading to Group Manager title in 2006.

Professional Progression, 1986-2001

Johnson & Johnson, Product Director 1997-2001

Johnson & Johnson, Market Research Analyst 1996 (MBA internship)

Smith & Nephew United, Sales Representative 1995

C.R. Bard, Inc., Endoscopy Sales Representative 1992-1994

Johnson & Johnson, Endo-Surgical Sales Specialist 1992

Kimberly-Clark, Surgical Product Specialist 1989-1992

CSX/Sea-Land Inc., Account Executive 1986-1989

EDUCATION & AFFILIATIONS

MBA: Rollins College, Roy E. Crummer School of Business

BA: State University of New York, Economics

PROFESSIONAL AFFILIATIONS: Center for Creative Leadership, AOFAS, ACFAS, AAOS, OTA

COMMUNITY CAUSES & HONORS

Habitat for Humanity / Tunnels to Towers / Hurricanes Irma and Ian Relief Funds

Triathlon and Marathon Coaching / Youth Baseball coach (10 years)

Boston Marathon runner (8 times) / 140.6 Full Ironman finisher (3 times)

Leadville 100 Ultra Marathon finisher

FAA-certified Private Pilot

NAUI-certified Advanced Scuba Diver

OUPV Captain's license