

Contact:
Tom Roberts
Invictus Medical
210-201-3304



Improving the lives of newborns

Invictus Medical: Improving the lives of newborns

Invictus Medical Appoints George Hutchinson, PhD, Chief Technology Officer

Move supports strategy of commercializing a platform of innovative neonatal products

SAN ANTONIO, TX, JUNE 23, 2014—[Invictus Medical](#), the San Antonio, Texas-based medical device company dedicated to providing newborns with healthy developmental milestones, today named George Hutchinson, PhD, Chief Technology Officer (CTO).

Hutchinson brings to Invictus Medical a distinguished career in technology and health care spanning more than 25 years in market research, product development, intellectual property strategy, and technology commercialization. He most recently served as General Manager of Invention Practica, a Texas-based boutique firm dedicated to the cost-effective deployment of IP assets for business growth strategies.

“George is a remarkable professional with a unique brand of intellect and instinct—particularly as it applies to bringing an idea from inception to commercialization,” said Tom Roberts, Invictus Medical CEO and Board Member. “We are passionately driven by unmet needs in the neonatal space and know that a strong research and development capability—led by our CTO—will enable us to identify solutions that the medical and patient communities view as innovative and effective. This appointment truly rounds out a highly experienced and proven leadership team and board of directors.”

Hutchinson’s purview as CTO will include the evaluation and development of new technologies, assessing research and development partners, managing IP strategy, and creating a commercial-ready pipeline of products.

“Invictus Medical represents more than a company; it’s about a cause—working to identify new alternatives for a very important patient segment and the medical professionals that serve it,” Hutchinson said. “What’s most exciting is we know there are

answers—innovations—that await us. It’s a matter of blending passion, science, and technology to find those answers. I welcome that challenge and the opportunity to work with the talented and accomplished team at Invictus.”

Hutchinson previously held the position of Intellectual Property Agent and Strategist at Kinetic Concepts, Inc. (KCI), a multi-billion-dollar global medical technology company. Prior, he held key positions with GE Healthcare and Marquette Medical Systems. He holds 16 patents that intersect technology and health care, is a prolific writer whose research has been published in more than a half-dozen clinical journals, and is a highly sought-after thought leader with frequent presentations at professional organizations. He is admitted to practice before the United States Patent and Trademark Office. His professional affiliations have included the American Intellectual Property Law Association, Society of Technology in Anesthesia, Institute of Electrical and Electronic Engineers (IEEE), and the American Society for Testing and Materials (ASTM).

Invictus Medical’s initial technology interest focuses on combating deformational plagiocephaly (DP), a cranial deformity exhibited in infants resulting from repeated external pressure to one area of the head. In addition to being a cosmetic issue, according to a study published in *Pediatrics* in 2013, DP has been associated with heightened risk for developmental delays in infants and toddlers.

The company anticipates initially marketing its first product to pediatric hospitals and NICUs. The company expects to submit its 510(k) application to the FDA in the second half of 2014 and estimates launching its first product in early 2015. Invictus closed its seed round of funding in 2013 at 100 percent of target, has raised more than \$2.5 million to date, and will begin its Series A funding in the third quarter of 2014.

About Invictus Medical

Invictus Medical is a San Antonio, Texas-based medical device company that aims to ensure that children are able to attain their developmental milestones. As evidenced by their award-winning innovations, Invictus Medical has been at the forefront of pediatric care since its founding in 2012. Invictus Medical is a privately held company. For more information about Invictus Medical or investor relations, please call Tom Roberts at (210) 201-3304.