



THE MARKETECH GROUP

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FOR IMMEDIATE RELEASE

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The MarkeTech Group Welcomes a New Senior Consultant

Davis, CA, February 22, 2011 – The MarkeTech Group, (www.themarketechgroup.com) announced today that it has hired Robert Enzerink, MBA, as a new senior consultant. Robert Enzerink brings TMTG a wealth of experience in medical device strategic marketing, product development, and profitability analysis helping further our goal to provide the very best in market research to our clients.

Mr. Enzerink has been a product developer and business executive in the medical device field for over twenty years. His experience includes product design, strategic marketing, and business development in diverse specialties including orthopedics, sports medicine, general surgery, trauma, computer assisted surgery, and medical nanotechnology. He enjoys direct customer and partner engagement to define best business opportunities and has introduced over 50 new products and product line extensions to the US, Japanese, and European markets which have resulted in over \$1 Billion in revenues for large multinationals as well as small niche players.

Mr. Enzerink has a BS in Mechanical Engineering from Cal Poly, San Luis Obispo; an MBA in marketing and finance from the UC Davis Graduate School of Management; and is an inventor on over 30 medical technology patents.

“As a new senior consultant with twenty years of experience in the medical device and orthopedic markets, Robert enhances TMTG’s reach into the medical device business segment thanks to his expertise in product development. The value that Robert adds in regulatory, reimbursement, and financial planning to our projects will be valued by our customers” says Christian Renaudin, CEO of The MarkeTech Group. “We are very pleased to include Robert to our senior consulting team.”

About The MarkeTech Group, LLC:

TMTG, (www.themarketechgroup.com) an international marketing research and consulting firm focusing exclusively on medical technology since 1996, is the leading ad hoc Voice-of-Customer (VOC) solution provider in medical imaging. With offices in the US, EU and now Latin America, TMTG combines deep medical knowledge and market research expertise to produce findings that allow its client to make critical business decisions quickly and confidently.

If you would like more information please contact Robert Enzerink at (530)792-8400 ext. 307 or email Robert at renzerink@themarketechgroup.com.