



## PERRY L. BATSON, PhD

### DEVELOPING INNOVATIVE PRODUCTS & TECHNOLOGY SOLUTIONS THAT HELP IMPROVE LIVES

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### Taking Charge – Creating Order Out of Chaos – Sharing Wisdom – Empowering Others

**Strengths in systems engineering, business acumen, quality management process and product development to develop innovative products and purpose driven technology solutions.**

- ✓ Introducing process improvement initiatives that balance strategic business vision, operational requirements and technology innovation to support complex end-to-end product development projects in fast-paced environments.
- ✓ Working as interface among multiple functional disciplines, senior leaders and stakeholders around the world to effectively articulate product development strategies and ensure timely, efficient and high-value products.
- ✓ Influencing concept, design and development of revolutionary products and features, next-gen platforms and med-tech solutions that break industry norms and support revenue and market growth goals.
- ✓ Navigating unique business challenges, evolving compliance standards and intricate technical issues to achieve significant corporate objectives for global healthcare and medical device companies.

## CAREER CHRONOLOGY & LEADERSHIP HIGHLIGHTS

**Petersburg Electronics, Carlsbad, CA (2017–Present)**

### DIRECTOR – R&D SYSTEMS ENGINEERING

- Entrusted to lead end-to-end project management activities for new and existing products in \$350M global hospital respiratory care business.

**Freeman Medical Care – North America, Lake Forest, CA (2015–2017)**

### MANAGER – SYSTEMS DEVELOPMENT, PRODUCT VERIFICATION & VALIDATION

- Steered product development tasks and ensured compliance standards for “Portable Artificial Kidney”, an innovative, industry first medical device.

**Pfizer Pharmaceuticals, Yorba Linda, CA (2011–2015)**

### SENIOR PRINCIPAL

- Directed technology planning, road mapping and full cycle product development for critical medical devices and related applications.

**Druid’s Eye Surgery, Los Angeles, CA (2005–2011)**

### SCIENTIST / ELECTRICAL ENGINEER / ENGINEERING FELLOW

- Delivered radical, innovative system and product inventions that transformed company’s scientific and industry reputation.

**Exemplery-Tech, Inc / Emerging Technology, Columbus, OH (2003–2005)**

### SCIENTIST / ELECTRICAL ENGINEER

- Partnered with key multi-discipline groups and SMEs through entire project lifecycle on key product and systems development projects.

**University of Colorado, Denver, CO (2000–2005)**

### RESEARCH ASSISTANT

- Developed PhD thesis concepts that were leveraged for innovative medical device product development, research and data insights.

## EDUCATION

**PhD, Electrical Engineering** - University of Colorado

**MS, Electrical Engineering** - University of Colorado

**BS, Electronics & Communication Engineering** - University of Colorado

## CORE COMPETENCIES

- Strategic Planning & Direction
- Technical Team Leadership
- Research & Development
- Product Development
- Systems Engineering
- Risk Management
- Regulatory Requirements
- Compliance Standards
- Human Factors & Usability
- Matrixed Organizations
- Project Management
- Program Management
- Resource Allocation
- Cost Control
- New Market Development
- Revenue Growth
- Global Market Reach
- Process Enhancements
- Efficiency Improvements
- Productivity Gains

## LEADERSHIP VALUE

“Architecting systems engineering processes that help companies to expedite product development, improve cost efficiency and accelerate product-to-market timeline”