

# Brendan Reinke, MBA, MS, MPS, PMP

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## Professional Summary

Passionate and results-driven leader offering 17 years of diverse medical device experience including product and program management, design, manufacturing, and supplier quality engineering. Highly skilled in identifying opportunities to maximize revenue with a proven history of driving execution and product launch. Years of success in new product programs, product life cycle, roadmap development, and market research.

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## SKILLS & CERTIFICATIONS

<b>Strategy</b>	Cross-Functional Team Leadership, Agile Methodologies, SCRUM, Product Management, Product Development, Product Requirements, Business Requirements
<b>Business</b>	Customer Engagement, Program Management, Engineering Management, Variable Cost Productivity, Supplier Management, Manufacturing Management, Business Intelligence
<b>Design</b>	DMAIC, LEAN, User Experience Design, Design for Manufacturing, Design for Service, Story boards, Mockup's, Minimum Viable Products (MVP)
<b>Certifications</b>	Adaptive Product Management (GE Crotonville), Product Strategy (Product School), Product Roadmapping (Product School), Lean Six Sigma Black Belt (GE), Reliability Practitioner (GE), SCRUM Master (GE), Project Management Professional (PMI)

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## PROFESSIONAL EXPERIENCE

### Senior Project Manager - Baxter

Oct 2023 - Current

- Led global cross-functional projects within the front-line care portfolio to complete product redesign development/modifications of current model products.
- Identified project goals, scope, deliverables, and execute projects to drive compliance, growth in new markets, lifecycle management, and margin for the front-line care portfolio.
- Owned the project budget and timeline ensuring all project materials are completed when expected.
- Drove improvement opportunities within the products and business for process improvements and variable cost saving opportunities.
- Ensured effective communication with stakeholders and leadership concerning project status.

### Senior Detector Product Manager - GE HealthCare

2022 – Sept 2023

- Led the strategic product management initiatives for GE HealthCare's X-ray detectors, overseeing the entire product life cycle and successfully driving commercialization efforts.
- Achieved the successful launch of FlashPad Plus and FlashPad Select detectors resulting in an improved customer experience, new system level offerings, and opened new markets and customer segments.
- Spearheaded the development of a lifecycle financial model for detectors, contributing to strategic planning, product roadmaps, and surpassing business objectives.
- Implemented FlashPad HD reliability improvements with SDK update, meeting MDR labeling requirements, resulting in \$2M material savings and 800 hours in FE labor annually.
- Managed the development and tracking of global sales forecasts and demand plans, collaborating seamlessly with cross-functional teams to optimize inventory levels and meet financial targets.
- Formulated and implemented strategic plans for the introduction and enhancement of detectors and upgrade kits, resulting in increased market share and sustained profitability.
- Collaborated effectively with cross-functional teams in a matrix organization, ensuring seamless cooperation for product development and market expansion.
- Conducted comprehensive market analyses, assessing competition and identifying new growth opportunities, ultimately influencing strategic decisions and roadmap development.
- Established strong relationships with primary and secondary customers, while engaging with Key Opinion Leaders (KOLs) to gather valuable feedback for product improvements.

**Lead Program Integrator - GE HealthCare** **2018 – 2022**

- Successfully launched mobile X-ray products, including AMX Navigate and AMX 240, by managing the new product development process utilizing SCRUM and leading global cross-functional teams.
- Managed the release and productization of new artificial intelligence applications embedded as SAAS within x-ray systems software.
- Drove the completion of detector abstraction program 6 months ahead of schedule by combining milestones, reducing high level risks from 18 to 1, and ensuring software platform design supports being agnostic.
- Executed the production milestone (M4) plan of the AMX 240 which drove improvements of IFR90 by 27%, complaints by 19%, and warranty by 49%, all while taking \$161M in orders versus a plan of \$75M and realizing \$142M of sales revenue versus a plan of \$75M.
- Led a team of 50 engineers to develop a demo mode for the AMX Navigate enabling customers to simulate their patient exam workflow.
- Demonstrated leadership skills by effectively leading cross-functional, multi-cultural teams fostering collaboration and achieving project goals.
- Exhibited strong written, verbal, and interpersonal communication skills, delivering impactful formal presentations and serving as a Subject Matter Expert (SME) in communication with senior leadership.

**Lead Electrical Engineer | Hardware Integrator - GE HealthCare** **2016 – 2018**

- Supported the Optima XR240 program(s) as Hardware Integrator and scrum master ensuring all hardware design aspects were planned and completed on time for the program utilizing agile.
- Designed and launched the AMX200/220 to AMX240 upgrade kit, enabling existing customers to upgrade their systems and while keeping existing accounts, resulting in \$10M in revenue per qtr.
- Designed and implemented (IQ, OQ,PQ) tube alignment fixture into manufacturing, realizing \$125k annual VCP.
- Obtained Reliability certification by utilizing MVP's and continuous customer feedback to re-design the mobile X-ray hand switch achieving an improved user experience and 10x increase in reliability.

**Supplier Quality Lead Engineer - GE HealthCare** **2014 – 2016**

- SQE core team lead for the CT Revolution 1.5 program, ensuring program deliverables were met to enable a successful product launch including overseeing over 100 new part qualifications.
- Manage suppliers within Power, E&M and Cable & Harness purchase families for the MICT and ISS businesses ensuring business quality metrics and compliance were met.
- Interface with Suppliers, Engineering, Service, Manufacturing and Sourcing to drive quality improvements that minimize defects and field failures.
- Execute part quality plans (PQP) with the suppliers by methods of pFMEA, Control Plans, Capability Studies to ensure part quality and adherence to the GEHC specifications.
- Perform ISO 9001 and 13485 supplier and internal audits utilizing GE auditor certification.

**Kaizen Promotion Officer (KPO) - GE HealthCare** **2011 – 2014**

- Designed the CT In-house bearing replacement process resulting in cost savings of 360k annually for the business and achieving six sigma green belt certification.
- Owned CT product line transfer and swimlane project enabling footprint consolidation, increased material flow and supermarket to support manufacturing.
- Acted as manufacturing engineer leader and lean leader for GoldSeal and X-Ray modalities.
- Acted as production team leader for MR cabinet line managing 50 production associates.
- Led and executed validation, verification and design transfer activities for GoldSeal and X-ray.
- Manufacturing lead for several CT new product introductions including creating and executing design transfer deliverables.

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**EDUCATION**

**University of Maryland**  
Masters in Product Management  
2024

**Marquette University & Medical College of WI**  
Master of Healthcare Technology Management  
2012

**Jack Welch Management Institute**  
Executive Master of Business Administration  
*Welch Scholar Distinction*  
2021

**IIT Technical Institute**  
BS in Electronics and Communications Engineering  
2006