



November 11, 2010 08:55 AM Eastern Time

Titan Spine Appoints Vice President of Marketing

MEQUON, Wis.--([BUSINESS WIRE](#))--Titan Spine announced the appointment of Andrew Shepherd as Vice President of Marketing today. Mr. Shepherd brings over twenty years of marketing and leadership experience to Titan from a variety of respected spinal implant manufacturers, neurosurgical implant suppliers and medical research firms.

Previously, Mr. Shepherd served as Vice President of Sales & Marketing for Impliant, Inc. Mr. Shepherd was responsible for initiating and managing the TOPS IDE clinical study, implementing surgeon training programs and educational strategies while managing twenty-five clinical study sites. Prior to Impliant, Mr. Shepherd held a number of top sales, management, educational and strategic training positions within Codman/Johnson & Johnson and then DePuy Spine/Johnson & Johnson.

Mr. Shepherd will be responsible for oversight and management of the Company's marketing initiatives and programs. Kevin Gemas, President of Titan Spine, is excited about the addition of Mr. Shepherd to the Titan Spine team. "Andrew's background and knowledge of the spinal implant marketplace will serve Titan extremely well as we prepare to release several new additions to the Company's product portfolio and favorable clinical and surface texture studies in the months to come. Andrew is the right person to effectively create a science-focused message that will communicate the advantages our proprietary implants are currently providing many hospitals, surgeons and patients."

About Titan Spine - Titan Spine, LLC is a privately owned company in Mequon, Wisconsin focusing on the design and manufacturing of bioactive interbody fusion devices for the spine. Founded in 2005, the company is committed to developing advanced products for treatment of various pathologies that cause back pain.

Contacts

Titan Spine
Steve Cichy
866-822-7800
www.titanspine.com