

Orthopedic Device Development: Bringing Three New Product Lines to Market

THE SITUATION

DePuy Synthes, J&J's orthopedic device division, needed to develop and launch new upper and lower extremity fixation products. Medical device product development demands close alignment between clinical requirements, engineering constraints, regulatory standards, and manufacturing readiness — a complex coordination challenge that needed experienced program leadership.

WHAT WE DID

Oversaw and managed product development for three orthopedic product lines: the Distal Ulna Locking Hand Plate, Proximal Tibia Low Bend Plate, and Volar Column Distal Radius Plate. Managed the full development lifecycle from concept to launch-ready, coordinating across clinical, engineering, regulatory, and manufacturing functions.

OUTCOME

Successfully brought three orthopedic fixation product lines through development and to market launch.