



## MEET THE TEAM BEHIND THE TECHNOLOGY

### Darrell Denslow, MBA

NATIONAL SALES DIRECTOR



#### THE BASICS

Years with Lattice: 3 months

#### THE INTERVIEW

How many years have you worked in this industry?

20

#### Did you work in other fields before biotech?

I began as a scrub tech in the Air Force and transitioned into medical sales.

I started in orthopedic/orthobiologic sales and then moved into spine.

#### What do you enjoy most about your work?

The interaction with surgeons.

#### What 3 things do you believe will be most critical for Lattice's success in the next couple years?

1. Innovation
2. Cancer treatment
3. Additional distribution

#### What do you most want to accomplish through your work at Lattice?

The number one goal for my work is to help build the single most respected sales force in the industry.

*"I compete in both NPC Physique competitions and also as a Professional MMA fighter.*

*The next goals on my list this year are to win an NPC Open this July and the World Fighting Federation Heavy Weight belt in August."*





**What Biologics Fun Fact do you want to see in one of our upcoming newsletters?**

The use of stem cells to treat back soreness.

**What is a Fun Fact about you?**

I have four beautiful children with a former Mrs. Arizona.

**CAREER STATS**

**Past Career Highlights:**

- CEO, 3D Spine, LLC - Scottsdale, AZ
- CEO, 3D Spinal Solutions, LLC - Scottsdale, AZ
- Area Director West, Orthofix
- Regional Sales Manager Southwest, Depuy
- Sales Senator West, Synthes
- Field Trainer West, Synthes
- Sales Representative of the year, Bionix, Oratec

**Education & Certifications:**

- Master of Business Administration - University of Phoenix
- Bachelor of Science in Business Management

**Accomplishments:**

- Successfully started, funded, ran day-to-day operations, and grew my business to a multi-million-dollar Spine, Orthopedic and Orthobiologics company
- Compete as a professional athlete
- Serve the community through various philanthropic efforts
- Earned the honor of Spinal Consultant of the Year for three consecutive years at Synthes Spine
- Top Growth Distributor
- Top Sales Distributor
- Multiple sales awards winner
- Earned my MBA

**Career Mission:**

I aspire to be CEO and executive board member of a publicly traded medical device company.

**What is the greatest advice you can offer someone interested in pursuing a career in this field?**

Work hard, always be learning, and network.

**What is your biggest personal goal outside of the office?**

I compete in both NPC Physique competitions and also as a Professional MMA fighter. The next goals on my list this year are to win an NPC Open this July and the World Fighting Federation Heavy Weight belt in August.

**What totally different job would you have in another life?**

Well, this is easy... an orthopedic surgeon or a movie star!

