

SCHEURER
MEDTECH & HEALTHCARE CONSULTING

STRATEGY, MARKET ACCESS & SALES FOR MEDTECH & DIGITAL HEALTH COMPANIES



Championing startups and SMEs through their entrepreneurial journey, fostering resilience and igniting paths to transformative success



MISSION

We empower **medtech and digital health companies** to thrive by leveraging over **two decades of experience in launching and restructuring startups and business units**.

Our expertise is distilled into **customized, effective go-to-market and commercialization strategies and operations** designed to **accelerate growth**.

EXPERTISE

- » Since 20 years in strategy & sales in medtech in Europe
- » Consulting & marketing background
- » Proven track record in building and restructuring of medtech start-ups and business units
- » Senior management positions at Johnson & Johnson, Medtronic, Stryker
- » Innovative, disruptive and complex technologies
- » Stroke - Diabetes - Vascular surgery - Hemostasis mgmt. - etc.
- » Digital Health (AI / VR) - Telemedicine - Personalized Medicine
- » Hardware - Software - Disposables
- » B2B & B2C / In- & Outpatient / Acute & Rehabilitation
- » Sales: 30 mio USD, full P&L responsibility

OFFERING

- » Business idea generation and ideation support
- » Pitch deck support for investor identification
- » Analysis of company, market and competition
- » Go-to-market strategies
- » Product launch support
- » Business model optimisation and growth strategies
- » Pricing strategy aligned with reimbursement concepts
- » Congress and marketing activities
- » Key opinion leader management
- » Price negotiation & management of purchasing groups
- » Business Plan / Forecasting / Reporting
- » Organizational development support,
e.g. sourcing sales representatives and distributors

NETWORK

- » Broad network to experts in different disciplines such as
 - CE-Registration
 - Reimbursement
 - Legal Considerations
 - Taxation Questions

Member of



(network of consultants and interim managers in the healthcare industry, from HCPs, hospitals and pharmacies to medical devices, pharma and biotech, to health IT, payers and ministries)

CONTACT US

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REFERENCES

MEDTECH COMPANIES WE HAVE WORKED WITH:

Johnson & Johnson • Medtronic
Stryker • itm FlowMedical • Haemonetics
MindMaze • neuravi • Endologix

DIGITAL NEURO REHABILITATION



„Anyone looking for go-to-market strategy / implementation / operations / commercialization of medical devices in Germany/Europe? Look no further. Stefanie is the right person to help. Experienced, constructive, effective. Stefanie, I look forward to continue doing business with you.“

(MindMaze, Wismer)

ACUTE STROKE TREATMENT



„Stefanie’s combined sales, market development and leadership experience allows her to drive business and organizational development with a particular feeling for individual business priorities. While performing at the highest level, she is a humble leader with superb empathy and inter-cultural sensitivity. Any organization with strategic challenges will benefit from Stefanie’s input.“ *(Johnson & Johnson, Lucks)*

PERIPHERAL ARTERY DISEASE TREATMENT



„Stefanie’s entrepreneurial mindset was key to building up structures, esp. in a start up environment. She possesses highly valuable strategic capabilities and is very strong when it comes to execution and generation of immediate results.“ *(itm FlowMedical, Buchner)*