



## NELSON PATTERSON

*Anavasi Diagnostics,  
President and CEO*

### ABOUT

Nelson Patterson is an experienced medical device design and launch executive whose past work includes roles at P&G, SonoSite, Baxter, Aerogen, and HealthySole.

### CONTACT

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### SUMMARY

*“What kind of team do we need to make this product a reality? We need the best team. The team that money can’t buy. Only passion can bring people like this together.”*

Nelson Patterson brings over 25 years of experience in executive management, new product development and global launch of regulated medical devices, pharmaceutical therapies, and consumer products. During his career, Mr. Patterson has moved between international conglomerates (Procter & Gamble, Baxter International) to early-launch, high-growth startups (SonoSite, Aerogen, HealthySole). His background includes design oversight, development, production, fundraising, sales and marketing.

Mr. Patterson’s leadership experience in a wide range of companies includes turning around failing companies to stabilize firms in crisis. Nelson is widely known for his insightful branding strategies and strong relationships with customers and product development partners.

#### *Key Contributions to the Anavasi Team*

Nelson Patterson is fundamentally a builder of successful teams— teams that are able to complete the complex tasks needed to fully realize the company’s goals. From his early career days in brand management at Procter & Gamble, he saw his own success as measured by the success of his entire team. The cohesive, high-functioning team at Anavasi is proof of his leadership in this area.

Mr. Patterson’s experience working with the FDA through the general regulatory environment— as well as multiple Class 1 recalls and even a forced withdrawal— has given him a depth of knowledge that will be critical during Anavasi Diagnostics’ progression through EUA and 510(k) processes.

## POSITIONS

**President and CEO**  
**Anavasi Diagnostics**  
*August 2020 – present*

**President and CEO**  
**HealthySole LLC**  
*2018 – 2021*

**Operating Partner**  
**Vistria**  
*2018 – present*

**Vice President, Americas**  
**Aerogen LLC (Chicago and  
Galway, Ireland)**  
*2016 – 2017*

**Vice President, General Manager**  
**Baxter Healthcare**  
**Biopharma Solutions (\$500M CDMO)**  
**Global Infusion Systems (\$2.4B)**  
*2007 – 2016*

**Global Director, Marketing**  
**SonoSite, Inc.**  
*2001 – 2007*

Nelson has worked with a variety of large and small medical device, pharmaceutical manufacturing, and private equity firms seeking out-sized growth and competitive advantage. SonoSite innovated in imaging and created a new use category (hand-carried ultrasound) that is now the standard of care. Baxter's infusion pumps were in the FDA penalty box, but under Nelson's leadership, the business retreated from several markets, developed new products and made several purchases. The SIGMA Medical purchase in 2012 culminated in closing an FDA consent decree, forced a withdrawal order, remediation of over 300,000 fielded products and a new 510(k). Aerogen provides a revolutionary method for aerosolizing medications for respiratory-distressed patients and grew its business over 30% per annum for both years that Nelson led its marketing and sales teams. HealthySole required a bottoms-up revamp of the commercial plan, including new products, new positioning, development of clinical support, and extensive investment raise during COVID.

## EDUCATION

**MBA, University of Virginia/Darden Graduate School of Business**  
*Charlottesville, Virginia; 1990*  
Faculty Award for Academic Distinction

**BS, Economics and Spanish**  
**Washington and Lee University**  
*Lexington, Virginia; 1986*  
Phi Beta Kappa, Omicron Delta Kappa