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*"Solving technical, financial, organizational, or marketing issues ultimately comes down to leadership. It's all about leadership."*

*Dennis O'Brien  
Waypoint Leadership*

*Dennis O'Brien is an accomplished executive with global commercial, strategy and operations experience in the medical device and pharmaceutical manufacturing industries.*

*His career includes:*

- *General management of a \$230M surgical division for a major medical products company.*
- *Leading the construction of a medical device plant to meet all program goals. The project employed over 100 people and included hiring more than 200 plant employees.*
- *Establishing a new pricing model for an ophthalmology product that resulted in significant market growth in Canada.*
- *Developing a business strategy for a \$150M business that resulted in a 10 point gain in operating margin.*

*His focus at Waypoint:*

- *C-suite analysis of operating, manufacturing, and strategy issues.*
- *Executive leadership of expansion projects.*
- *Temporary general management, manufacturing or operations positions.*