



CALLISTO
MedTech Consultancy

INSIGHT | INTELLIGENCE | IMPACT

Capabilities

Accelerate your medical device venture towards **commercial success**

Practical commercial strategy and hands-on support for medical device companies, university spinouts and early-stage ventures.

Rick Leach, FCIM

More than 35 years of medical device industry experience
UK-based • UK, Europe and US

www.callistomedtech.com

Where does your business need support to move forward?

Bringing a medical device to market takes more than a promising technology. It requires a clear understanding of the opportunity, a compelling reason for customers to adopt it, and a practical plan for reaching them.

You may be assessing a new market, preparing for launch, refining your product positioning or looking for experienced commercial leadership without committing to a full-time appointment. I work alongside your team to bring clarity to those decisions and help turn them into action.



Understand your target market

- Assess market opportunities and priority customer segments.
- Map competitors, alternatives and unmet needs.
- Explore clinical workflows and barriers to adoption.
- Identify relevant clinicians, opinion leaders and commercial partners.



Make informed decisions

- Develop product positioning and meaningful customer messaging.
- Prioritise indications, markets and routes to market.
- Shape launch plans around customer needs and commercial realities.
- Connect commercial planning with clinical, regulatory and reimbursement considerations.



Turn your plan into real action

- Build practical commercialisation and market entry plans.
- Develop sales materials and customer engagement programmes.
- Identify and engage distributors and strategic partners.
- Support launch activity, business development and ongoing delivery.

Experienced support shaped around your business



Focused projects

A defined piece of work with clear objectives and useful deliverables. Projects can include market assessment, competitive landscaping, positioning, launch planning, key opinion leader identification and engagement, or strategic partner identification and engagement.



Fractional commercial leadership

Senior commercial support for an agreed number of days, including fractional Chief Commercialisation Officer support. I help set priorities, lead positioning and go-to-market planning, support your existing team and keep delivery aligned with business objectives.



An experienced member of your team

Hands-on support when you need additional capacity, specialist experience or someone to maintain momentum through a period of change. I can work alongside founders, leadership teams and commercial colleagues to progress important activities and provide continuity.



International market entry

Commercial planning for businesses entering or expanding across the UK, Europe and the US. Support includes market prioritisation, product messaging, end-user adoption planning, sales channel engagement and partner development, with regulatory and reimbursement strategy advisory where relevant.

You work directly with me, with access to specialist contacts where a project needs additional expertise.

Real-world experience that becomes part of your team

I'm Rick Leach, a medical device commercialisation consultant with more than 35 years of experience across sales, marketing, business development and strategic partnerships.

My career includes work with Baxter Healthcare, IsoTis Orthobiologics, Integra LifeSciences, MedShape and BONESUPPORT, alongside support for university spinouts and early-stage ventures.

I have worked across the US and Europe, with experience spanning established multinational businesses and companies bringing new technologies towards market. My background is particularly relevant to orthopaedics, orthobiologics, biomaterials and regenerative medicine.

After more than 35 years in the industry, I have built an extensive network of high-value industry and clinical contacts. This network helps me bring relevant perspectives to commercial questions, identify potential collaborators and support introductions where appropriate.



Free initial consultation

If you have a commercial challenge, a market opportunity to assess or a plan that needs moving forward, let's talk. A free 30-minute discovery call gives us an opportunity to discuss your priorities and explore whether I can help.

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Book a discovery call



Scan to book

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