

## **Intersect ENT Vice President Susan Stimson Honored As “Marketer That Matters”**

**Menlo Park, Calif.** – April 30, 2013 – Intersect ENT, Inc. is pleased to announce that Vice President of Marketing Susan Stimson has been honored as a finalist for “Marketers That Matter,” an award recognizing “bay area marketers on the forefront,” during an event last week held at the Four Seasons in Palo Alto, Calif. The award, which is sponsored by *The Wall Street Journal* and The Sage Group highlights the marketing strategies and tactics creating measurable results at both fast-growing start-ups and large established enterprises spanning multiple industries.

Ms. Stimson developed the Intersect ENT brand, shaping the company’s reputation as an exemplary partner to its physician customers, and led the successful launch of Intersect ENT’s initial products, the PROPEL™ and PROPEL™ mini dissolvable steroid-releasing implants. Applying principles of coronary drug-eluting stents to sinusitis sufferers, the spring-like implants gradually deliver an advanced steroid with anti-inflammatory properties directly to the sinus lining, then dissolve into the body following endoscopic sinus surgery. The result is improved surgical outcomes, reducing the need for additional surgical procedures and for systemic steroids, which can have serious side effects.

“Marketers That Matter™ acknowledges marketers and the business practices that are engaging customers and leveraging ever-changing technology to build brand and loyalty that drives measurable results,” said Cara France, CEO of The Sage Group. “We had the opportunity to evaluate hundreds of applications from marketing executives across the Bay Area. Susan’s exemplary work was recognized by our esteemed council and judges as an example of what creating results in today’s environment looks like. Kudos to Susan and the other finalists that are transforming marketing and driving measurable and impressive results.”

“Congratulations to Susan on this well-deserved award, which I know she shares with her entire team,” said Lisa Earnhardt, President and CEO at Intersect ENT. “At start-ups, a marketer has to be a little bit of everything. Fortunately for Intersect ENT, Susan can do everything – and she does it well.”

Ms. Stimson has wide-ranging expertise in the medical device business in both large and start-up companies. As Vice President of Marketing at Intersect ENT, she has been instrumental in building the company from a 10-person development team to a more than 120-person commercial organization. Prior to that, she served as Director of Marketing and Clinical Research at start-up heart valve repair company Mitralign, laying the early groundwork for growth. During her years at Guidant, Ms. Stimson dove into a variety of roles, earning increasing responsibility in the areas of marketing, sales, R&D, clinical research, and manufacturing. She has deep expertise leading teams from assessment of initial market need to launching products into worldwide markets. Ms. Stimson earned her B.S. in Biomedical Engineering from Marquette University, serves a leadership role in MedtechWomen, an organization promoting female executives in healthcare, and serves on the organizing committee for the Menlo Charity Horse Show benefiting the Vista Center for the Blind and Visually Impaired.

### **About Intersect ENT**

Intersect ENT Inc., located in Menlo Park, Calif., is an innovator in local drug delivery focused on advancing clinically proven therapy solutions that improve quality of life for patients with ear, nose and throat conditions. The company’s initial products, the PROPEL and PROPEL mini dissolvable steroid-releasing implants, are the only products backed by Level 1-A clinical evidence to improve sinus surgery outcomes for patients suffering from chronic sinusitis. The company holds twenty issued U.S. patents and more than 75 patents and pending applications worldwide. Intersect ENT is backed by Kleiner, Perkins, Caufield, & Byers; U.S. Venture Partners; PTV Sciences; Norwest Venture Partners (NVP); and Medtronic. For more information please visit:

[www.PROPELOPENS.com](http://www.PROPELOPENS.com)

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Patients with Chronic Sinusitis should consult their ENT surgeon for a full discussion of risks and benefits to determine whether this product is the right choice.

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