



Bob Reddy

*Vice President, Global Marketing, Medical
Education and Training
Medtronic Enabling Technologies*

Bob Reddy was named Vice President of Global Marketing, Medical Education and Training for Medtronic Enabling Technologies in November 2017. He leads the global marketing activities for the Louisville, Colorado-headquartered division of the medical device company, which is the world's leading provider of powered surgical drills, integrated navigation and intra-operative imaging solutions, and spinal robotics for neurosurgical and spinal procedures. His teams are responsible for global strategic portfolio management, product marketing, market development, marketing communications, professional society meetings and conventions, and medical education and training.

Bob joined Medtronic in 2005 and progressed through positions of increasing responsibility in Marketing and Program Management. Most recently, Bob was the Sr. Director of Marketing for the division's Neurosurgery portfolio of products.

Prior to joining Medtronic, Bob worked for Denver, Colorado-based Fischer Imaging Corporation, a global leader in the design and manufacture of specialty and general purpose medical imaging systems for the diagnosis and treatment of disease. At Fischer Imaging he held a variety of leadership positions, including Business Unit Director – Mammography, Radiography, and Electrophysiology and Director of Program Management.

Bob is currently serving on the Colorado BioScience Association (CBSA) Board of Directors and was named the Board Chair in April, 2020. The CBSA's mission is to support the regional bioscience community through advocacy, resources and advancement of opportunities for collaboration while focusing on leadership and advocacy, business solutions, economic development, and education. He is also serving as a board member of the ThinkFirst National Injury Prevention Foundation, a non-profit organization whose mission is to prevent brain, spinal cord, and other traumatic injury through education, research, and advocacy.

Bob holds a Bachelor of Science degree in Engineering with a Mechanical Specialty from Colorado School of Mines and was raised in the state of Colorado.