



MedTechMomentum™  
Your Marketing Department

SPECIAL EDITION...

# NEWSLETTER

FALL 2016

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

## INTERVIEW WITH GUILLAUME VIALLANEIX, FOUNDER

Guillaume Viallaneix is the Founder and President of MedTech Momentum Inc., with over 25 years of experience as an executive and entrepreneur, and a life passion for marketing.

He started his career in the Healthcare industry in 1988, working for multinationals such as GE Medical and Cigna before founding and managing MedTech organizations in the United States and in Europe. Prior to creating MedTech Momentum Inc., he was the CEO of Eden Spine, LLC.

Mr. Viallaneix has a proven track record in business development, management, and healthcare marketing. With MedTech Momentum, he specializes in developing scalable and sustainable marketing engines for MedTech companies, driven by the power of the Internet and Social Media.

His passion for marketing MedTech organizations and his global business vision give him a real world perspective and a practical approach that his clients appreciate. He prides himself on being a long-term trusted advisor to the people and companies he partners with.

Mr. Viallaneix holds an MBA from Arizona State University and an undergraduate business degree from Florida State University.



# INTERVIEW

## OCTOBER 2016

### Please tell us why you created MedTech Momentum?

The answer is simple. Initially, it was to help my friends in the MedTech industry build cost-effective, sustainable and scalable marketing engines driven by the power of the Internet and Social Media. I just wanted to share the new marketing gospel. The rest is history.

I launched the company at the end of 2013, when it became obvious that the combined power of the Internet and Social Media had overtaken traditional channels of communication and that most decisions makers in Healthcare were confused about it.

Everybody realized that having a basic website, brochures, newsletters and attending a few trade shows was no longer good enough. They knew that Online and Social Marketing ought to be the centerpiece of their Branding and Lead Generation Strategy. But the question they often asked themselves was how to do it in a way that is cost-effective, measurable, and profitable?

I knew that I could provide solutions if I created MedTech Momentum... so I put together a "dream" team and I did!

**“** *With MedTech Momentum everything is included in the membership fee. It's an all you can eat marketing program specialized in MechTech.* **”**

### Providing solutions to a complicated challenge is quite ambitious. What makes you believe that MedTech Momentum can deliver?

Because we are the whole package! We combine a unique business model, an intimate knowledge of the MedTech industry, an unmatched expertise in Marketing in the Internet era, and the power of a synergistic creative team. knowledge of the Mechtech industry, an unmatched expertise in Marketing in the Internet era, and the power of a synergistic creative team.

On the business side, I have 25 years of experience as an executive and entrepreneur. I raised capital; worked companies, branded them and sold a few. I know

business and the Mechtech industry from the inside, which allows Vial Momentum to understand the world that our clients live in. This experience allows us to craft sales and marketing strategies that are aligned with business realities in our ever-evolving Mechtech environment. Most marketing firms cannot make that promise.

On the marketing side, have embraced the Internet revolution from day one, and what a trip it has been. I have witnessed the world change first-hand, from my beginnings in 1988 with GE Medical, when the big deal was to have a fax machine, to the magical arrival of the Internet in 1995, followed by the start of the Social Media revolution in 2006. I have personally embraced the change because I love the fact that with Online Marketing, creativity is the elixir of growth, not capital; it is fun, it changes lives, and this is great news for small to mid-size businesses.

### What differentiates you from a Marketing agency?

Even though we provide creative services like agencies, we are much more! Actually, our motto is "we are not a marketing agency, but an extension of your Marketing department." We have even made it part of our logo.

We don't charge per-project or per-hour like marketing agencies, we charge an all-inclusive monthly membership fee that gives you access to 100% of the services that we provide; both strategic and creative. No one offers that opportunity in the marketing world.

Working with MedTech Momentum is like belonging to a gym. With a Gym membership, you can use all of the services of the club, whenever you want and as much as you want. Same thing here; with a MedTech Momentum membership, you can use all of our services whenever you want and as much as you want. Among others, our services include; Graphic Design, Website Development, Search Engine Optimization, Social Media, Copywriting, PR, Analytics and more. You just have to decide what marketing shape you want to be in; we'll do the rest!

In simple terms, instead of charging our clients by project or by the hour like everyone else, we give them the opportunity to hire our firm as their "Offsite Marketing Department" for an all-inclusive monthly fee. This approach is totally unique.

After 3 years of successes with MedTech companies of all sizes, we have calculated that our approach not only saves our clients an average of 55% on their marketing budget but also boosts brand awareness, online traffic, lead generation, and sales. It's a no-brainer.

No one... I repeat no one... offers the value proposition that we offer!

**I understand, the concept of the membership fee for marketing services. Can you give me a specific example?**

Traditionally, MedTech companies, just like any other companies, went to a graphic design agency to create logos or brochures; a web agency to create a website or a blog; an SEO specialist to be seen in search engines, a copywriter to write Press Releases or Social Media content, a Social Media manager to publish and manage the content... the list is long, complicated and costly. In addition, traditional marketing agencies or freelancers have no clue about the MedTech Industry, the market trends and the technologies. What they are concerned about, is getting the next project, deliver it and getting paid.

The MedTech Momentum world is 100% different! First of all, MedTech is in our DNA. It is where we come from. No need to tell us about the market, the players, the trends; we know it already; same goes with most technologies. This simple aspect will save you a lot of time and headaches, and accelerate the process of producing the marketing tools that you need.

Second, we do it all! Partnering with MedTech Momentum removes the need for you to work with multiple marketing agencies. Our in-house creative

teams include every specialty; Graphic Designers, Web Developers, Social Media Managers, Copywriters even Photographers and video editors. Whatever your needs are, you brief us and we produce it for you, and the beauty of it is that no matter how much you need, it is all included in your membership fee. What can be more efficient?

**It seems too good to be true; what is the catch?**

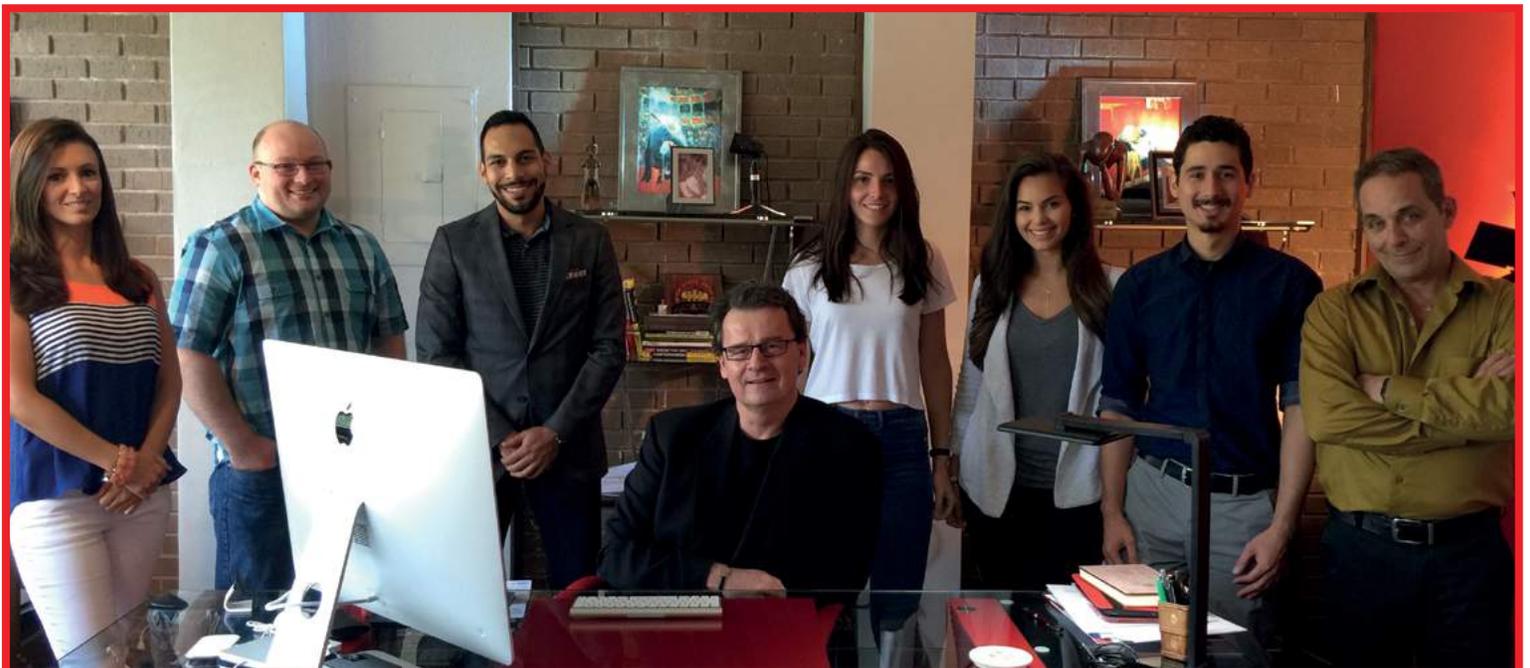
There is no catch! We don't even require a long-term commitment. Our clients can stop working with us at any point in time without notice. We deliver results; we know that they will stay. If we don't deliver; we know they will leave. The name of the game is "results" and we love it!

I have simply created the Marketing Firm that I wish I could have had when I was managing Medical Device Organizations.

**This is great! Is there anything else that you would like to tell our readers?**

Every business has a reason to exist, a reason that answers the fundamental question of "Why we are here?"

For MedTech Momentum, the answer is that we exist to help MedTech organizations develop a sustainable and scalable marketing engine in the new online marketing era, in a way that is efficient and fun. Life is too short to be bored!





MedTech**Momentum**™



377 Maitland Avenue  
Altamonte Springs, Florida 32701



+1 (407) 960 2994



[info@MedTechMomentum.com](mailto:info@MedTechMomentum.com)



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