

## **James Michael DeMesa, M.D., M.B.A.**

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### **SUMMARY OF PROFESSIONAL EXPERIENCE & QUALIFICATIONS**

- 19 years in public company corporate management, with 12 years in the CEO role.
- Owned and operated several successful businesses over 20 years, including nutrition centers (GNC), medical communications companies, medical clinics, an auto collision business, a practice management company (with Tony Robbins) and a web-based information services business (BeHappy101.com).
- Hands on operating experience, including P&L management, manufacturing operations oversight and commercialization activities.
- Raised over \$70 million as CEO of public biotechnology companies.
- Significant corporate partnering experience and success.
- Medical education (M.D. degree).
- Business degree (M.B.A.): experience growing companies, start up to commercialization.
- Most significant strengths include leadership, vision, strategic planning, team building, execution, education, growth, motivation, and results.
- Author and speaker of personal development and self-help products and services

### **PROFESSIONAL HISTORY**

**COMMGENIX LLC.**, Tampa, FL, USA

**MEDXCEL LLC.**, Tampa, FL, USA

**June 2000 – Present**

#### ***Partner/Owner***

A growing medical communications/promotions company (CommGeniX) and medical education company (MedXcel).

Accomplishments include:

- Start-up and growth from concept to US\$9 million in annual sales
- Spin-off and creation in 2008 of MedXcel as a separate company to focus on medical education in response to the changing pharmaceutical regulatory environment. Projected 2009 revenues are US\$3 million.
- Creation of both company's Strategic Plans and the Operating Plan for MedXcel.

**BEHAPPY101.COM.**, Tampa, FL and Newport Beach, CA, USA

**September 2008 – Present**

#### ***Creator, Author, and Operator***

Published author with an agreement with a US-based publisher to complete a series of books and products directed toward the "self-help" market.

Accomplishments include:

- Writing the first in a series of books, called *BeHappy!*
- Creation of [www.behappy101.com](http://www.behappy101.com) – a website focused on improving people's lives.
- Multiple radio and speaking appearances nationwide.

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**PROFESSIONAL HISTORY (continued)**

**MIGENIX INC.**, Vancouver, BC, Canada  
**October 2001 – August 2008**

***President and Chief Executive Officer***

President & Chief Executive Officer of a public (Toronto Stock Exchange), late-stage development stage biotechnology company, reporting to the Board of Directors with responsibility for corporate vision, strategy, operations, and growth.

Accomplishments in this position include:

- Established a new strategic direction and Strategic Plan.
- Restructured the leadership team, bringing in five senior executive level professionals with experience in the pharmaceutical and biotechnology industries.
- Established the first strategic alliance with a large international pharma company.
- Executed the strategy by leading the acquisition of multiple technologies and product opportunities.
- Developed and implemented an annual Strategic and Operating Planning process.
- Completed over \$40 million in financings.

**GENSCI REGENERATION SCIENCES, INC.**, Irvine, CA; Toronto, Canada  
**GENSCI ORTHOBIOLOGICS, INC.**, Irvine, CA  
**June 1996 – August 2001**

***President and Chief Executive Officer, GenSci Regeneration Sciences  
(September 1998 – August 2001)***

***President and Chief Executive Officer, GenSci OrthoBiologics  
(June 1996 – September 1998)***

President & Chief Executive Officer of a Toronto Stock Exchange listed public orthobiologics company, reporting to the Board of Directors with responsibility for corporate vision, strategy, operations, and growth.

Accomplishments while in this position include:

- Reengineered from development-stage to a fully-integrated firm in the first year.
- Established a vision, identity and leadership position in the industry.
- Grew the company from R&D status with zero revenues to over \$45 million in sales.
- Led stock exchange listing and several financing rounds, raising over \$30 million.
- Recruited and built an expert and experienced team, growing the personnel base from 4 to over 100 in 4 years, while maintaining sales per employee over \$300,000.
- Established strategic alliances with three corporate partners, including DePuy, a Johnson & Johnson Company.
- Grew the product line from one small niche product to a full line of 6 marketed products.
- Developed and maintained relationships with many major U.S. and Canadian investment bankers and analysts.

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### **PROFESSIONAL HISTORY (continued)**

#### **BIODYNAMICS INTERNATIONAL, INC., Tampa, Florida September 1992 – June 1996**

##### ***Vice President, Medical and Regulatory Affairs***

Corporate Officer with clinical and regulatory responsibility for this NASDAQ-listed, international manufacturer of orthopedic medical devices, biologics, and surgical products marketed in 44 countries (now part of RTI Biologics, Nasdaq: RTIX). Oversight responsibility for international medical and regulatory affairs, scientific documentation and presentation, clinical and preclinical trials, product research and development, strategic planning, business development, and financial management.

Accomplishments while in this position include:

- Oversaw the build-out, technology transfer, and start-up of U.S. medical device manufacturing facility, established in GMP compliance and equipment/process validations.
- Restructured U.S. and international regulatory compliance procedures.
- Achieved major regulatory change through significant FDA interactions.
- Expanded credibility through presentation at FDA sponsored conferences and workshops.
- Founded and managed a well-respected Medical Advisory Board.

#### **ROBBINS-DEMESA PRACTICE MANAGEMENT, San Diego, California, USA January 1991 – July 2003**

##### ***Founder, Partner, Medical Advisor***

Partnership with well-known personal development and motivational expert, Tony Robbins, helping to create a better quality of life for health care practitioners in Southern California.

Accomplishments include:

- Grew the business from start up to a multi-client based business.
- Worked closely with Tony Robbins on all aspects of strategy and personal development.
- Completed a sale of the company to a national practice management group.

#### **BELMAC CORPORATION, Tampa, Florida June 1989 – January 1992**

##### ***Vice President, Medical Affairs***

Chief Medical Officer of this development-stage AMEX-listed international pharmaceutical company (now called Bentley Pharmaceuticals), reporting to the Chief Executive Officer. Responsibilities included planning and control of worldwide clinical development, including protocol development, clinical trial coordination, clinical trial monitoring, corporate and scientific presentations, data management, publication, and symposia organization.

Accomplishments while in this position include:

- Managed multi-center Phase III studies in Europe and the start-up of a Phase III U.S. multi-center study, leading to U.S. and international regulatory submissions.
- Managed and monitored all Phase I and II clinical trials.
- Managed multiple Contract Research Organizations in the U.S. and Europe.
- Coordinated a successful international scientific symposium attended by physicians from Europe and the U.S.

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### PROFESSIONAL HISTORY (continued)

#### **MEDICAL ONE, INC., Tampa, Florida** **October 1985 – June 1989**

Private medical practitioner and co-owner of a busy primary care medical corporation with 3 locations in Florida; each center treating 50 to 90 patients daily. Responsible for all direct day-to-day medical care and practice management aspects of operations.

Accomplishments while in this position include:

- Implemented practice management and patient care procedures to grow the company (e.g., grew one location from unprofitable \$8,000 in monthly revenues when purchased from Humana to highly profitable \$54,000 per month within 18 months).

### EDUCATION

- 1991 Master of Business Administration (MBA); University of South Florida College of Business Administration, Tampa, FL
- 1984 Doctor of Medicine (MD); University of South Florida College of Medicine, Tampa, FL
- 1979 Bachelor of Arts (BA), Chemistry; University of South Florida College of Natural Sciences, Tampa, FL

### OTHER PROFESSIONAL QUALIFICATIONS

- Mountain Area Health Education Center Family Practice Residency Program Memorial Mission Hospital, Asheville, North Carolina.
- Medical licenses in the states of Florida (#47265) and North Carolina (inactive).

### MISCELLANEOUS

- Appeared as a featured CEO and business leader in Biotechnology Focus Magazine (pictured here).
- Multiple radio and television interviews related to corporate public company activities and authorship.
- Appeared in *Woman's World Magazine* (January 2008) as part of a feature on creating happiness in life.

### REFERENCES

Available upon request

