

FOR IMMEDIATE RELEASE:



Spinal Elements® Announces Executive Appointments to Commercial Team

André Potgieter joins as Chief Commercial Officer and Eric Krinsky joins as Vice President of New Market Development and Sales Operations

Carlsbad, CA, September 8, 2021 – Spinal Elements, a spine technology company, today announced recent additions to its commercial team.

André Potgieter will be leading Spinal Elements' sales initiatives and scale up as the company's Chief Commercial Officer. Mr. Potgieter has over 25 years of experience in spine technology sales. He was responsible for building the sales channel at LDR Spine, growing that business from \$3M in annual revenue to approximately \$160M when the company was acquired by Zimmer Biomet. He later served as the Vice President of Sales for Zimmer Biomet's spine division. His other experience includes leadership roles at Kyphon and Synthes (now DePuy Sythes, a division of Johnson & Johnson).

Mr. Potgieter remarked, "I have been extremely impressed with the technology and business that Spinal Elements has developed. I look forward to helping grow the commercial footprint as we deliver the company's highly differentiated solutions portfolio to an expanded base of users."

Eric Krinsky has joined Spinal Elements as Vice President of New Market Development and Sales Operations. Mr. Krinsky joins the team with more than 20 years of experience in healthcare and medical device sales. He has held sales management roles with Samsung, GE Healthcare, and CareFusion. His executive roles in spine include Vice President of Sales, Surgical Intelligence at NuVasive and Vice President of Sales, Marketing and Sales Operations at Benvenue Medical.

Mr. Krinsky commented, "It is rare to find a company like Spinal Elements that is obsessed with their customer's needs and focused on innovation and invention. We will continue to develop and roll out new programs to grow the company."

Jason Blain, President and CEO of Spinal Elements, stated, "I am excited and honored to work with these exceptional leaders as we continue to expand and enhance the talent on our commercial team. The group we have assembled will drive Spinal Elements into a new era."

About Spinal Elements

Spinal Elements is a Carlsbad, California based medical device company focused on the design, development and commercialization of a comprehensive portfolio of systems, products and technologies for spine surgery procedures. A leading designer, developer, manufacturer and marketer of innovative medical devices used in spinal surgical procedures, Spinal Elements combines leading medical device technologies, biologics and instrumentation to create positive surgical outcomes that exceed surgeon and patient expectations. Spinal Elements has built a reputation delivering innovative and differentiated technologies that enable fundamental shifts in solutions for spine surgery. The company markets a complete portfolio of advanced spinal implant technologies. For more information, please visit www.spinalelements.com.

For interviews or more information, contact:
Laura Charlton (formerly Johnson) for Spinal Elements
laurajohnsonpr@yahoo.com (760) 450-7749 cell

PRESS RELEASE MM-090-0003 Rev. 20210907