

# Paul Schwen, Bio

## PROFESSIONAL HISTORY (1995-PRESENT)

### MedLaser Foundation – Aug. 2017 - Present

- Executive Director of 501C3 education & research foundation for clinical research into benefits of medical laser treatments; physician education, training, and certification in science and clinical application of high-output laser therapy for healing a wide range of diverse diseases and injuries;

### Advanced Medical Distributors (Founder, President) – 2011 to Present

- Sales and customer training of 600+ medical lasers for human surgery & therapy, dentistry, veterinary surgery & therapy, therapeutic pool systems, underwater treadmills, gait analysis systems, and more...
- Medical laser research, education, and training outreach for physicians; (research into biological effects of therapeutic laser energy on living tissues; developed wide range of treatment protocols for human tissue injuries and diseases, w/focus on autoimmune conditions, infectious pathogens, inflammatory responses;

### CAO Group (Product Manager, Medical & Veterinary, 2010 - 2012

- National and international dealer support for distributors of medical, Dental, Veterinary lasers for surgical & therapeutic procedures, specialty LED/SLD equipment;
- Creation of multi-media marketing materials for distributors' advertising and marketing campaigns;
- Developed and implemented physician training and certification programs, provided onsite surgical and therapeutic training for physicians/medical practitioners;
- Established improved procedural, clinical protocols, reduced laser diode failure rate by over 30%, and increased desirable clinical outcomes by 70%;

### Dynamic Consulting - Executive Director, 2009 - 2011

- Recruited physicians for inclusion in national medical affiliate marketing, advertising network;
- Managed medical equipment sales to hospitals, private physician practices and medical groups; trained and assisted doctors with successful integration of medical lasers and related adjunct therapeutic treatment protocols;
- Created and managed print, broadcast, and online media marketing campaigns for national group of affiliated chiropractic physicians and physical therapists, including television commercials, live TV appearances, billboard, newspaper, and trade magazine advertising, online SEO, PPC, social media campaigns;
- Created and produced multi-media advertising/marketing materials, patient training/education materials;
- Assisted financially struggling private health practices with tools necessary for fiscal success by developing and implementing new and successful advertising and marketing campaigns; integrated new therapeutic laser treatment protocols, average \$80,000 revenue increase/clinic;

### Robotronics, Inc. - VP, Marketing & Sales, 1994 to 2009

- Formed multiple strategic licensing agreements with national outreach campaigns and federal government agencies for more effective application of public education/awareness mandate;
- Expanded sales of robotic devices into Europe and Asia, built international sales group;
- Wrote and implemented federal GSA Schedule contract, GSA Advantage web portal, GSA e-Buy, online e-Library program integration; presented numerous educational seminars at DOD, DoDEA sites and other military installations worldwide;
- Planned, exhibited, presented at over 600 trade shows, created and submitted hundreds of print ads/year, produced multi-media marketing campaigns for first responder groups nationally;
- Assisted Municipal, State, and Federal Government Agencies, Non-Profit Entities, NGOs in developing community awareness campaigns for preparedness, disaster response, fire safety, crime prevention, health, and environmental concerns;
- Established funding and grant writing section, acquired \$11,500,000+ annually in grant funding for customers;

- Created and published technical manuals, authored funding research and grant writing manuals; created outreach campaign materials and classroom curriculum programs; Designed and produced catalogs, brochures, fliers, product data sheets, website content, marketing and promotional videos;
- Planned, exhibited, and presented at over 400 domestic and international first responder trade shows;
- Served as provisional faculty member at fire, EMS, and law enforcement academies and other First-Responder educational institutions nationally;
- Generated \$50 million in sales over 12 yr. period vs. \$3 million in sales over previous 12 years.

#### **PROFESSIONAL SKILLS:**

- Japanese language fluency (read/write/speak)
- German language fluency (5-year study)

#### **EDUCATION/CERTIFICATIONS:**

- Brigham Young University, Marketing/Business/Non-Profit Management, Japanese Minor
- SLCC – Global Business Management
- UVU Utah Valley University – Graphic Design, Illustration
- Firefighter/EMT
- Certified Grant Writer
- Founding Member, Dept. of Homeland Security
- Recipient, U.S. Department of Commerce Export Achievement Award

#### **COMMUNITY SERVICE:**

- Scoutmaster, Scout Committee Chairman, Boy Scouts of America
- Volunteer, American Red Cross Disaster Services
- Volunteer representative (LDS Church), 2-yr. service in Nagoya, Japan

#### **PERSONAL**

- Husband, Father, Grandfather - married 29 years, eight children, eight step-children, 46 grandchildren