

Xenter, Inc. Continues Rapid Expansion with Appointment of Scott Heuler, SVP of Global Sales and Marketing, and Gary Baldwin as CTO

–Xenter Continues Rapid Expansion to Advance Device/Data/Drug Technologies for Interventional Medicine, Pharmaceutical Advancements and Digital Health–

For Immediate Release, May 20 2021, Salt Lake City –On the heels of last week’s announcement of the closing of its \$12M Series A offering, Xenter, Inc. ([XenterMD.com](#)), the world’s first start-up Device-Data-Drug healthcare technologies company, today announced the appointment of Scott Heuler as Senior Vice President of Global Sales & Marketing and Gary Baldwin as Chief Technology Officer in its Hospital Technologies business unit.

Xenter is innovating new wireless technologies and techniques for interventional cardiology, interventional radiology, and neurointerventional radiology. Additionally, according to Founder, Chairman and Chief Executive Officer Richard J. Linder, the company is launching a digital health platform that will leverage new wireless interventional devices that provide physiologic data and images simultaneously and enable patients to have access and control of their medical data.

“As we continue our rapid expansion, we are extremely pleased to announce the addition of Gary Baldwin and Scott Heuler,” Linder said. “Gary Baldwin’s work in expanding technology companies ranging from startups to Fortune 50 companies such as Cisco is renowned. Likewise, Scott Heuler’s leadership in the medical device space at companies such as Boston Scientific and multiple others makes him an ideal sales and marketing leader as we launch our new wireless medical devices. I am delighted to welcome them to the leadership team in our Hospital Technologies business unit.”

Gary Baldwin, CTO

Baldwin is an experienced technology executive and entrepreneur with a successful career in high technology companies ranging from startups through Fortune 50 companies and including two startup exits.

Prior to Xenter, Baldwin led R&D, Engineering and Product teams for multiple organizations. As VP of Engineering for Cisco Systems, his team was responsible for delivering the ONS 15454 Internet data networking platform to nearly all carriers, bringing massive improvements in network performance to most of the world’s metropolitan areas for which they were awarded the Cisco Product of the Year. Gary led Software Engineering at Cerent which was acquired by Cisco Sytems for \$6.6B and at Telematics, Inc which was acquired by ECI Telecom. Gary was previously at ECI Telecom, Raytheon/E-Systems, Zipit Wireless and Dynepic where he and his teams delivered multiple HIPAA-compliant medical devices, cloud based AI systems, DOD SigInt systems, and IoT clouds and devices for AT&T and Verizon’s commercial and consumer sectors. Gary holds multiple patents in software and device technology.

Said Baldwin: “From my experience, I think Xenter is ideally positioned in both technology and IP, and in its ability to manage global expansion in a way that can make its new technologies pervasive very quickly. I look forward to growing the technology team and leading the technology and infrastructure developments for these new endeavors.”

Scott Heuler, SVP, Sales & Marketing

Heuler joins Xenter as a highly successful medical device sales and marketing leader with more than 25 years of experience in the industry. His background includes regional and senior sales leadership positions with Boston Scientific in Interventional Cardiology, Structural Heart, Cardiac Rhythm Management, and Peripheral Vascular. Heuler held senior sales and marketing leadership roles with NeuroOne Medical Technologies, Guidant Corporation and U.S. Surgical Corporation.

Said Heuler: “Xenter’s Hospital Technologies business unit will transform the efficiency model throughout the diagnostic and interventional procedural settings ultimately leading to better patient outcomes. Our ability to utilize Physical Intelligence™ will lead to new and innovative ways to collect data and develop new therapeutic drug and device treatment options.”

About Xenter

Xenter, Inc. is a privately held company headquartered in Salt Lake City, Utah, that is focused on developing new wireless medical device technologies, innovative digital health tools that will enable individual patients to own and manage their health information, and novel therapeutic drugs utilizing Physical Intelligence™ and patient-supplied data. Xenter has assembled a team of medical scientists, chemical engineers, medical device engineers, researchers, data scientists, and some of the world’s most accomplished entrepreneurs and industry veterans to solve some of the largest challenges in healthcare, medicine and engineering. Xenter’s three business units include Xenter Hospital Technologies, Xenter Digital Health, and Xenter Therapeutics.

For more information about Xenter, visit [XenterMD.com](#).

#InterventionalCardiology #DigitalHealth

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