

New CEO Plans to Reposition Cynosure as an Industry Leader

By Michael Moretti, Editor

Michael R. Davin, the new president and CEO of Cynosure (Chelmsford, Mass.), plans to give the company a makeover that will reposition it for growth and leadership in the industry. Indeed, with a combined global installed base of over 4,000 lasers, and the backing of El. En. (Florence, Italy) Cynosure is positioned to regain its status as a dominant player in the aesthetic device market.

Founded by Horace Furumoto, Ph.D. in 1991, Cynosure has a long tradition of technology innovation, which began when Dr. Furumoto co-founded Candela and invented the first pulsed dye laser for dermatology applications. Using a pulsed dye laser to treat port-wine stains, based on the principle of selective photothermolysis, opened the doors for myriad aesthetic applications and products to follow. In the fields of dermatology and plastic surgery, Dr. Furumoto is considered a pioneer of medical laser technology.

Since its inception, Cynosure has commercialized laser systems, which are widely viewed as some of the best devices in the industry. These include a family of PhotoGenica pulsed dye and

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Apogee Alexandrite lasers which are competitively priced and offer optimized output parameters tailored to specific procedures.

In 2002, the Italian public company El. En., acquired a majority equity position in Cynosure. This strategic marriage of the two companies gave El. En. access to the U.S. market and added a number of key technologies to Cynosure's product line. The two companies combined have one of the largest research and development (R&D) teams in

the industry, and a very comprehensive suite of medical aesthetic products.

Mr. Davin is currently in the process of building a new management team to take advantage of the global distribution strengths and deep technology resources of the two companies. He

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has established a well-respected management track record, with over 16 years in the medical laser industry. Most recently, Davin was vice-president of Altus Medical, and prior to that he was an executive at Coherent, Inc. Included on the new Cynosure team is also Douglas Delaney, formerly national sales manager at Altus Medical.

"You will see a new Cynosure by the AAD annual meeting this winter," predicted Davin. "We have a number of new products and programs which will be introduced as we effectively relaunch our company." Davin also emphasized that it's not enough for Cynosure to just have great R&D programs and technology. "I come from a strong sales, marketing and customer oriented background, and I will bring that culture to this company in order for us to be truly successful and realize our growth potential."

As part of his strategy, Davin plans to establish clinical research partnerships with leading physicians as well as product development relationships with other companies. "This is something that I really believe in. We need to be connected with the medical thought leaders in our field, and have their input. Likewise, I believe that there are many opportunities for strategic partnerships with other companies." ■