

## Contact

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## Top Skills

Marketing Strategy  
Fundraising  
Direct Marketing

# Eric Meyer

Consumer medical/health/wellness advisor and board member  
Seattle, Washington, United States

## Summary

I advise early-stage companies with disruptive consumer technologies in the medical, health and wellness space. My services range from business planning and fund raising to marketing and sales strategy and execution. I work as an advisor, board member or interim executive. Prior to my consulting work, as a senior executive I launched the Sonicare toothbrush (acquired by Philips Electronics) and One Touch glucose meter (acquired by J&J).

Current or past clients include Clarisonic (Pacific Biosciences, sold to L'Oreal), InSound (disruptive hearing device, sold to Phonak), Ebb Therapeutics (insomnia device, acquired), Piper Biosciences (privately held), TytoCare (telehealth device and platform, privately held), Zeltiq/Coolsculpting (IPO then acquired), Madorra, Fitbit, and most recently Soovu Labs where I served as Chief Commercial Officer. Board experience includes Soovu Labs, Vapore Inc. (MyPurMist), Advanced H2O, TrafficGauge Inc. (acquired), Ventus Medical and Orahealth Inc (acquired by Quest Products).

Specialties: Go to market strategies that integrate direct to consumer and professional selling, and if appropriate retail. Fund raising (pitch decks and VC connections).

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## Experience

### Bone Health Technologies

#### Board Member

July 2023 - Present (2 years 5 months)

### Eric Meyer Consulting, LLC

#### Principal

June 2006 - Present (19 years 6 months)

See above.

Madorra Inc.

Advisor

July 2017 - Present (8 years 5 months)

Piper Biosciences

Advisor

2014 - Present (11 years)

Vapore, LLC

Board Member

2012 - Present (13 years)

Tandem Diabetes Care

Strategic Advisor

September 2022 - December 2022 (4 months)

San Diego Metropolitan Area

Intuity Medical, Inc.

Strategic Advisor

May 2022 - October 2022 (6 months)

San Francisco Bay Area

Soovu Labs, Inc.

Chief Commercial Officer

July 2017 - September 2021 (4 years 3 months)

Greater Seattle Area

Tyto Care

Interim Chief Marketing Officer

2014 - December 2018 (4 years)

Ebb Therapeutics

Chief Marketing Officer (interim)

2011 - December 2018 (7 years)

TrafficGauge Inc.

Chief Executive Officer

November 2002 - June 2006 (3 years 8 months)

Leadership of start-up consumer electronics company that launched TrafficGauge, the first real-time mobile traffic map in U.S. (Continue to serve on company's board of directors.)

### **Sonicare (Optiva Corporation, Philips Electronics)**

#### **Senior Vice President**

1992 - 2001 (9 years)

As company's 12th employee and first executive (reporting to CEO / Founder), crafted and executed Sonicare sonic toothbrush launch strategy. Named "Sonicare" product and established brand identity. Built marketing and sales team including field, inside and manufacturer reps. Developing self-funding direct response vehicles including DR radio (Paul Harvey) and a successful infomercial. Gained substantial PR including being featured on Oprah three times. Optiva was named the #1 fastest growing privately-held company by Inc. Magazine. Optiva was successfully sold to Philips Electronics in 2000, at which time I was appointed Sr. VP R&D.

### **LifeScan**

#### **Group Marketing Manager, Regional Sales Manager, Sr. Product Manager**

1985 - 1992 (7 years)

Launched breakthrough One Touch blood glucose meter including developing professional and consumer marketing strategy. Directed five product managers and support staff. Managed sales force in top-performing Northwest region. During tenure company was successfully sold to J&J and company revenue grew from \$20 million to \$280 million.

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## **Education**

### **Stanford University Graduate School of Business**

MBA, Marketing, Entrepreneurship

### **University of Michigan**

BSIOE, BGS, Industrial Engineering, General Studies