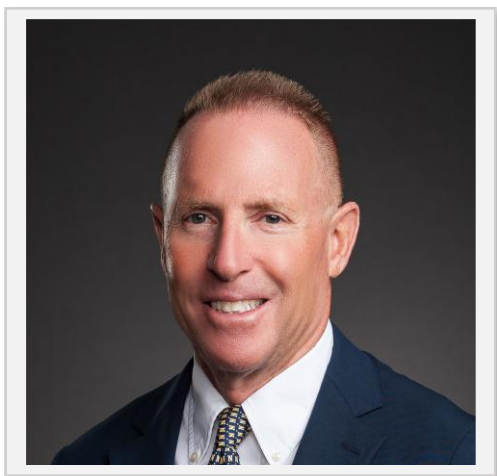

PETER DENOVE

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Pete Denove has dedicated his professional career to improving the lives of patients; developing life-enriching technologies, helping athletes and everyday citizens recover faster, stronger, and be more resilient to repeat injury. Rooted in the belief that human ingenuity, surgical engineering, and technological advancements combine to bring out the best in each other, Pete's unwavering passion to stay at the forefront of the extremities and trauma orthopedics market has firmly established him as a thought leader, industry connector, subject matter expert, and critical strategist for next-generation breakthroughs. By taking on physicians' largest challenges and seeking answers to patients' biggest questions, Pete has excelled in delivering excellence.

Pete's holistic view of business has given him the ability to engage all aspects of product development – from ideation to patient experience, from prototype to board room – Pete's leadership and management style yield success, profit, and media recognition.

As Senior Director of Product Management Extremities & Trauma, Pete developed breakthrough legacy assets for Arthrex including the [InternalBrace System™](#), the [TightRope®](#) implant, FibuLock® and the first all-in-one [Ankle Fracture Management System](#), gaining national news attention in [Sports Illustrated](#), [ESPN](#), [Newsweek](#), [NFL Network](#), [Runner's World](#), and [Wink](#), as the product responsible for getting athletes like [Tua Tagovailoa](#), Aaron Rodgers, [Cooper Cupp](#), Jaylen Hurts, [Brock Bowers](#), Olympian [Danielle Cameranesi](#), PGA Tour Legend [Bernhard Langer](#) and NHL's [Alex Killorn](#) back in play in record time, and earning Pete's team a Gold Medal in the [2024 Edison Awards](#). His commitment to making the best advancements available to everyone, not just professional athletes, is commended in the heartwarming story of Naples firefighter [Mike Spicuzza](#). Through Arthrex, Pete also launched a public educational hub, [AnkleSprain.com](#), to provide expert information for sufferers of repeat ankle instabilities. Following suit, Pete launched another public educational [website](#) offering expert advice for those seeking [bunion treatment](#). Pete was also honored in 2021 with another Edison Award in surgical innovations *InternalBrace System™*.

Building the Extremities and Trauma (E&T) department from the ground up, Pete provided leadership and experience to every aspect of operations to ensure cohesion, regulatory compliance, and product excellence. In doing so, he surpassed a career and personal milestone. Starting with barely \$10,000 in sales, Pete grew the division to 22 product management and 40 engineering professionals and \$1 billion in US annual sales in FY2024, holding approximately 30% US E&T market share. Securing buy-in, Pete built the E&T division to surpass the largest segment of the company in FY2025, taking a sports-focused company into a broader market, understanding IP and leveraging assets into new sectors.

Pete's expert understanding of surgical needs, new product development and business pro forma have led to the creation of countless products in his 23-year career with Arthrex. With 150 companies under constant review, Pete led the Arthrex acquisition of four companies (Sonoma, MX Ortho, AOS, AMDT) each contributing meaningfully to IP-held assets and key technologies. He attained five patents in ten years from 2011-2021. Motivated by patient care and encouraged by the promises of the future, Pete loves being on the front line of innovation, directing strategy, sustaining growth and driving profit. His decisions are informed, well-considered, and highly successful. He is a proven leader in product commercialization and go-to-market excellence.

Pete's own athleticism brings high energy and successful impact to the teams he manages. Bringing people together, charged with a sense of purpose, Pete pioneered Arthrex's [Product Management Elite Intern](#) program, growing the sought-after summer internship from inception to now over 130 annual participants. This, combined with his open-door policy for tomorrow's leaders, has filled the ranks and talent pool within the agency. Predicting more than just product success, Pete's ability to identify and retain talented people is unparalleled.

Ultimately, it's Pete's drive to make a positive impact on the world that energizes his work and community involvement. Through Arthrex Pete has supported the donation of \$2 million annually to local charities including Habitat for Humanity, Tunnels To Towers, and Hurricanes Irma and Ian Relief Funds. Pete is active in Little League operations, triathlon and marathon coaching, and coached youth baseball for a decade. He has run the Boston Marathon eight times and finished in three Ironman competitions and the Leadville 100. He is an FAA-certified pilot, NAUI-certified advanced scuba diver and holds a captain's license. He is a Center for Creative Leadership graduate, and State University of NY alum. He holds an MBA from the Roy E. Crummer School of Business. He is a proud husband and father and resides in Naples, Florida.