



## **NEWS RELEASE**

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## **FOR IMMEDIATE RELEASE**

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### **Carol Summers joins NewGen Surgical as Marketing Manager**

October 1, 2013 – San Rafael, California – NewGen Surgical, Inc. a developer and manufacturer of sustainably designed single-use medical devices and surgical products, announced Carol Summers has joined their team as Marketing Manager. Carol, a 20-year marketing veteran, will work with Kim Chase, co-founder and VP of Marketing and Strategy at NewGen Surgical.

“Carol has a strong and proven track record in all stages of marketing communications,” said Kim Chase. “She is recognized for creating value, positive client experience, collaboration, and project management. We are very happy to have her on our team.”

“Carol will manage marketing communications, most immediately brand and packaging. Carol’s years of experience at Fortune 500 companies, including seven years with Deloitte, where she collaborated with national and regional leadership to create an eminence strategy for the Deloitte brand, will be an asset to us at this critical time in our development and first product launch,” said Kim Chase.

“I am excited to join NewGen Surgical,” said Carol. “The company is at the forefront of sustainably designed medical devices and surgical products and I look forward to helping build the brand moving forward.”

Carol has an MBA in International Marketing from the University of Texas at Arlington, College of Business Administration, and a BA in Speech Communication, Marketing from Texas A&M.

#### **About NewGen Surgical:**

NewGen Surgical, Inc. develops and manufactures sustainably designed single-use medical devices and surgical products. With Smart Sustainable Design™, NewGen Surgical’s mission

is to minimize plastic waste in the O.R. by redesigning plastic disposable products with materials that minimize their environmental footprint, with a focus on the many plastic products used in the O.R. that are not reprocessed. These products offer hospitals and surgery centers a solution for their sustainability programs and to meet Environmentally Preferable Purchasing (EPP) objectives. Founded in 2012 in the San Francisco Bay Area, NewGen Surgical is a member of Practice Greenhealth and the Greening the O.R. Initiative. For more information, visit [www.newgensurgical.com](http://www.newgensurgical.com).