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AxoGen Signs Brad Hedger as Vice President of Sales

ALACHUA, Fla.--(BUSINESS WIRE)--AxoGen, Inc. announced hiring [Brad Hedger](#) as Vice President of Sales. This is a new position within AxoGen signifying the continued, aggressive sales growth of the organization.

"Mr. Hedger has joined the team as Vice President of Sales to enhance the sales capabilities of our organization. He will be instrumental in our next phase of growth as we expand and accelerate sales of our products to improve the lives of patients with peripheral nerve injuries," said [Karen Zaderej](#), Chief Executive Officer of AxoGen.

Brad Hedger will lead the expansion and optimization of the sales force in order to accelerate sales across the US. He will join the leadership team as a key advisor and contributor to the marketing of [Avance[®] Nerve Graft](#), [AxoGuard[®] Nerve Protector](#), and [AxoGuard[®] Nerve Connector](#).

"Over my career, I have hired and trained over 100 direct sales reps and more than a dozen sales managers. The key to my success has been my relentless drive to results by training and empowering my team to focus on the critical forces within accounts that drive them to conversion to my products. I am excited to bring that same passion and discipline to AxoGen as I lead their team forward," states Brad Hedger, Vice President of Sales.

Brad Hedger has over 20 years of selling experience in the medical device industry. At Synthes, he held direct sales and regional management positions in which he built effective sales teams and exceeded corporate growth and quota expectations for thirteen years. After leaving Synthes, Brad joined Stryker Orthopedics as Director of Upper Extremity Trauma Sales. As the US sales leader, he led the development of the Upper Extremity Trauma Sales team and exceeded Stryker's gold standard for results each year. After leaving Stryker, Brad founded and was President/CEO of Patient Care, Inc. where he distributed products directly for AxoGen and DePuy Spine in Colorado and Wyoming. He has a B.S. from Cornell College with a double major in Political Science and Computer Science.

About AxoGen

AxoGen, Inc. is a privately held company working with leading researchers to develop new and more effective products to treat peripheral nerve damage. AxoGen is bringing the science of nerve repair to life with a portfolio of products for the surgical repair of damaged nerves. With licensed technologies from the University of Florida, the University of Texas, and Emory University, researchers at AxoGen have developed an innovative technology platform making it possible to process allograft nerves while preserving the relevant characteristics of the three dimensional scaffold of the nerve tissue. Avance[®] Nerve Graft is the first commercially available allograft nerve for bridging nerve discontinuities. The AxoGuard[®] product line provides nerve protection and facilitates connection of damaged nerves using an innovative material that supports repair with revascularization and remodeling. Based in Alachua, Florida, AxoGen has received funding from private investors including Accuitive Medical Ventures, Cardinal Partners, De Novo Ventures, JAM Capital and Springboard Capital II, LLC.

AxoGen is a registered tissue establishment with the FDA.

Visit AxoGen at: www.axogeninc.com

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