

# Bodycad Names Steve Pruitt Vice President of US Sales

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QUEBEC CITY, QUEBEC , CANADA , October 9, 2017 /EINPresswire.com/ -- [Bodycad](#) has named orthopaedic executive, Steve Pruitt as its Vice President of Sales – US. Steve is a senior level executive with more than 20 years of successful medical device experience in start-ups and orthopaedics. He spent a majority of that time with orthopaedic medical device leader, Biomet. Steve has been an integral part of two successful cardiovascular start-ups which were sold to two large companies. He launched his career in Orthopaedics in sales then quickly became a distributor for Biomet. He eventually was promoted to Area Vice President. In 2015, after Zimmer's acquisition of Biomet, Steve was part of the leadership team responsible for the integration of the sales team.

He has a passion for developing and recruiting great talent and always believes in the strength of the team concept. Steve has an extensive background in developing surgeon relationships, new technologies, key account management, and has the ability to execute on strategies that ultimately enable the success of the business and beat growth expectations.

Steve's sees Bodycad as, "the future of orthopaedics which will drive precision, efficiencies, cost effectiveness, and disruption of the traditional orthopaedic model". He believes it "will also better support the current trends which include the increase of outpatient reconstructive surgery."

"Steve Pruitt has many years of experience in the orthopaedic industry, successful start up experience, strong surgeon relationships, and expertise in high performing sales organizations," says Jean Robichaud, founder and CEO of Bodycad. "Now, as a member of the Bodycad team, he will provide valuable insight and guidance on achieving our goal of personalizing orthopaedics."

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