

# MEET THE TEAM



## MICHELE KONG MARKETING & EVENTS EXPERT

Michele brings over 12 years of marketing experience in medical device and digital therapeutics, with additional experience in the software and semiconductor industries.

She has developed and executed successful physician and consumer-oriented marketing campaigns, marketing/sales tools and marketing programs. In addition, her expertise includes creating training platforms and user's meetings to increase physician adoption.

**Michele's vast experience working in start-ups allows her to think outside the box and provide creative ways to commercialize devices and therapies in an evolving healthcare marketplace.**

She holds a Bachelor of Science in Marketing from California State University, San Jose. Areas of expertise in women's health, behavioral health, aesthetics, and medical robotics.

When she's not working, Michele enjoys spending time with her family and traveling.

## OUR EXPERIENCED TEAM MAKES THE WINS HAPPEN!

*"Cumby Consulting's ability to translate highly technical information to a wide variety of student experiences is what makes their programs highly effective and in-tune with the company's objectives."*

- Cumby Consulting Client



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