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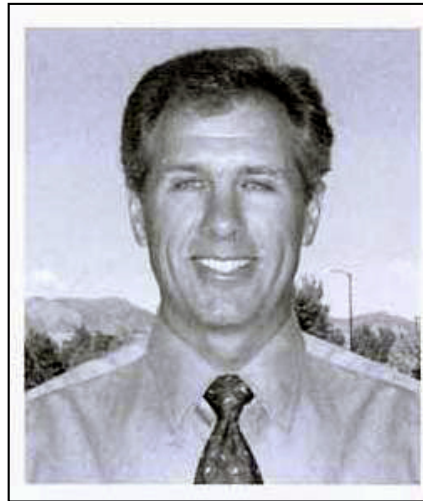
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William W. Cimino, Ph.D.

PhD Bioengineering  
Sound Surgical President

### **Taking Flight:**

**From Aerospace Engineer To Medical Technology Entrepreneur, Sound Surgical's Founder Is Ready For Take-Off.**

It took leaving the aerospace industry to launch William W. Cimino, Ph.D. on a high-flying career path that engaged both his talent and his passion. "My first loves were always medicine and bio-engineering," he says. "So I made my move."

Fifteen years later, Cimino is chairman and president of Sound Surgical Technologies of Louisville, Colorado. Founded by Cimino in 1998, Sound Surgical is gaining altitude in the booming aesthetic surgery industry. The company's new LipoSelection(SM) only by Vaser® procedure is an innovative alter-native to liposuction which uses a proprietary ultrasound technology to remove unwanted fat tissue while improving treatment precision and patient comfort.

Prior to starting Sound Surgical, Cimino's flight path was a long apprenticeship spent designing and developing surgical products from cardiac catheters to ultrasonic neurosurgical devices. He earned a Ph.D. in bioengineering, and then took on increasingly responsible roles in engineering and business development for Heart Rhythm Technologies, Valleylab, and, most recently, Sound Surgical. Along the way, he earned 18 patents.

"I learned as much as I could about the entire business cycle," he says. "There's no better teaching experience than that gained by taking a medical product from initial design to market launch."

Entrepreneurship was not Cimino's goal. "But when the opportunity presented itself I took it." In the seven years since, he's become an expert in every aspect of a start-up biomedical enterprise. "It has been hard but then I expected it to be hard. I had a good foundation of experience to draw from and lots of help along the way"

Cimino says taking an idea and building it into a new company is challenging. "There are a whole chain of elements that have to be proven. You have to prove and clearly show the clinical benefit. You have to demonstrate that you can actually build functional prototypes, manufacture the product, and market it successfully. You need to focus on creating something truly new and valuable, because anything else has probably already been done or can be done faster or cheaper by someone else."

To manage successfully, he says, "you don't have to be an expert in all areas of

your business but you have to know enough to make good decisions. Also, stay lean and be realistic about the time it will take to complete important milestones such as the development of a credible business plan, raising the money, clinical proof of principle, intellectual property development, and managing the FDA process."

Cimino views Colorado as a great place to live and do business. "Most of the support industries and expertise that we need are right here. I can fly easily from Denver to either coast. And I find the quality of life for my family highly desirable."

Helping people is Cimino's passion. "I've always wanted to find solutions that benefit people. I look at medical equipment and procedures and ask myself how I can make them better for doctors and patients .. Everyone wants a better result with maximum safety"

Now that he's gained cruising altitude, it looks like clear skies ahead for Cimino and Sound Surgical.

Note: This article is reprinted by permission from the Summer 2005 issue of The CBSA FOCUS newsletter. A link to a pdf of the entire issue is found below.

Also, the newsletter and prior feature on Dr. Bristow are accessible in Adobe pdf format. If necessary, you can download the software free at the link found below.



## Colorado BioScience ASSOCIATION

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Maggie Chamberlin Holben, owner of this website, has recently joined the Board of Directors for the Colorado BioScience Association and is making this page available to the CBSA to enhance media awareness of the association and its members.

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