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Medical Device Luminaries Receive SpotLight Award at SEMDA 2011 Conference

ATLANTA – Todd M. Pope, President and CEO of TransEnterix, Inc., and Given Imaging have received the 2011 SEMDA SpotLight Awards. Pope and Nachum (Homi) Shamir, President and Chief Executive Officer of Given Imaging, accepted the awards.

“The SpotLight Awards were created to recognize outstanding achievement in fostering the growth of the medical device community in the Southeast, and are presented to one individual and one organization each year during SEMDA's annual conference,” explained David Hartnett, Vice President, Metro Atlanta Chamber, and SEMDA's 2011-2012 president.

Factors considered during the final selection include extraordinary growth and hiring trend; establishment of new divisions or facilities; support of SEMDA and other device-focused organizations through sponsorship, membership or volunteer work, and being recognized as a thought leader, innovator or mentor in the device industry.

Pope received the Individual SpotLight Award for his work in supporting the medical device field and success with TransEnterix, an emerging medical device company in North Carolina which partners with the world's leading physicians to rapidly develop pioneering technologies that revolutionize minimally invasive surgery. The company has secured \$60 million in financing in their first two rounds of funding in less than two years.

Given Imaging received the Organization SpotLight. The company, whose Americas headquarters are located in outside Atlanta in Duluth, is the world leader in developing and marketing patient-friendly GI diagnostic and monitoring solutions. As the pioneer and gold standard leader in capsule endoscopy, Given Imaging offers the broadest portfolio of capsule solutions for diagnosing and monitoring GI disorders.

The awards were presented during the Gala Dinner at the highly successful 5th annual conference of the Southeastern Medical Device Association (SEMDA). Expanded this year to two days, the conference gave 12 emerging companies the opportunity to present to business development executives and venture capitalists. The conference also included 1:1 partnering, education and panel sessions and a poster session.

SEMDA's annual conference is recognized as the premier gathering for the Southeast medical device industry. Highlights included a keynote by Marvin (Marv) L. Woodall, the former president of Johnson & Johnson Interventional Systems (JJIS), Inc. Woodall and his team developed and introduced stents to the medical world. Also speaking was Dr. G. P. “Bud” Peterson, president of the Georgia Institute of Technology, who provided opening remarks and then led a panel on innovation.