Katherine Plewa, PhD

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B2B Sales / R&D Consultant

Revenue & Profit Growth | New Business Development | R&D Project Management

- ✓ **Proven ability to deliver a cost-effective, remote sales-as-a-service method that maximizes the return on every dollar invested,** accelerating YoY revenue growth without the salary, recruiting, and ramp-up costs of an in-house team.
- ✓ **Career history of developing and executing sales strategies to win new enterprise clients** for healthcare and health-tech solutions, build strong relationships, and drive KPIs across revenue, profitability, operations, and business development.
- ✓ **Known for building trust through a consultative approach grounded in a PhD and research background,** diagnosing the challenges behind each decision, leveraging clinical experience, and turning first conversations into lasting partnerships.
- ✓ **Skilled at driving the adoption of new healthcare and biotech solutions** ranging from FDA-cleared technology to concept-stage devices and software solutions; building pipelines of prospects that convert; and generating business quickly.

Career Highlights

- **Spearheaded executive-level outreach across industries** (healthcare, aerospace, defense, biotech, occupational health, security, research, and academia), initiating relationship-building with C-suite leaders and product leaders directly.
- **Drove customer success and the adoption of products** at major institutions, including the Canadian Space Agency, Axiom Space, SpaceX, Dubai Health Authority, Naval Health Research Center, US DoE, Yale, Pfizer, and many more.
- **Opened a new $20B+ global market opportunity** and personally originated $250K+ in sales for a compounding pharmacy, winning over decision-makers at major academic and healthcare organizations.
- **Founded Enterprise Stress Management and won engagements** with clients in insurance, construction, and healthcare, delivering a combined $320K to $560K in cost savings and significantly improving employee retention and morale.

Professional Experience

Presage Technologies – USA (Remote) 2025 to Present

Vice President of Corporate Development

Envision and execute the B2B sales strategy for SmartSpectra, a flagship software development kit. Orchestrate the full sales lifecycle, including market segmentation, lead generation, prospecting, qualification, and technical demonstrations. Lead account acquisition and development. Serve as a trusted advisor to the CEO on revenue growth and go-to-market priorities.

- Define customer profiles for multiple programs, pursuing deals with health hospice agencies, healthcare providers, rural health systems, telehealth platforms, medical device OEMs, and wearables manufacturers.
- Refine the core messaging behind pitches, championing SmartSpectra's biometric-sensing and edge-based health data capture capabilities; emphasize the ease of integration into partners' existing platforms and vital sign workflows.
- Shape the product roadmap, implementation playbooks, and customer technical support; identify new research and data collection use cases, including mission-critical training where physiological and survey data is necessary.

Enterprise Stress Management – Toronto, Canada (Remote) 2019 to Present

President & Founder

Direct a talent development and HR consultancy. Build the business model and own responsibility for P&L, client acquisition and retention, operations, business development, and more. Serve as a trusted advisor to senior leadership teams and founders to streamline performance management, develop future company leaders, enhance productivity, and reduce turnover.

- Leverage data-proven techniques and methodologies designed to reduce workplace stress, prevent burnout, and foster long-lasting resilience; promote mental and physical health while upholding employee health and safety.
- Develop training programs and deliver compelling and effective webinars, leading to the achievement of 95% employee engagement rates; helped companies save on average $40K per retained employee, eliminating costly turnover.

Enterprise Stress Management – Reference Clients:

REIMAR Forming and Construction – Canada (2022 to 2026)

**a full-service concrete forming contractor delivering large-scale, on-schedule projects across Southwestern Ontario.*

Recruited to launch an enterprise stress management program to lift workplace performance and productivity while reducing manager burnout. Detected work-related stress hazards and measured their effect on engagement, performance, and burnout risk. Recommended workflow improvements that made internal expectations more efficient and realistic.

- Co-developed an internal performance review process to support recruitment and retention goals.
- Co-created strategic plans with leadership to build resilience and improve employee performance before escalations.
- Authored a Site Superintendent's Handbook and Employee Guide containing project management standard operating procedures (SOPs), and trained site teams to put them into practice.
- Reached 75% participation from the project management department in the burnout prevention program.
- Preserved an estimated $120K to $240K in turnover, rehiring, and retraining costs by retaining managers.

Revitalist Lifestyle and Wellness, USA (2021 to 2022)

**a publicly listed operator of ketamine-assisted psychotherapy clinics treating mental health and chronic pain disorders across the US.*

Worked alongside the CEO and the executive team. Enacted a workplace stress management program for employees. Assisted with research initiatives to strengthen patient care and clinical service delivery. Designed new tools to enable patient access to key healthcare services. Co-authored research protocols, clinical program plans, and grant proposals.

- Built a remote patient monitoring (RPM) program to enhance patient care, including vendor evaluation, data flow mapping, and integration with the Electronic Health Record (EHR) and clinical workflows.
- Identified a new $7B+ market opportunity through the development of new digital health tools.
- Opened a $500M+ market opportunity through the launch of new patient programs.
- Analyzed data and discovered internal conflicts and an intellectual property (IP) risk valued at a minimum of $500K.

Muskoka Cottage Brewery, Canada (2020 to 2022)

**an award-winning craft brewery producing beers such as Cream Ale and Mad Tom IPA for retail, pub, and restaurant channels.*

Collaborated with the Human Resources (HR) Manager to introduce a stress management program that flagged workplace stressors early and supported a healthier workforce. Designed and implemented policy changes to reduce workplace stress and improve the employee experience.

- Deployed Stress Pulse check-ins to uncover stress-related hazards, measure their influence on employee morale and stress levels, and tie the results to operational performance and workforce insights.
- Delivered a measurable HR and retention ROI, securing an estimated $80K to $120K in cost savings.

Wynward Insurance Group, Canada (2020 to 2022)

**a commercial property and casualty insurer serving businesses and broker partners across Canada.*

Partnered with the Senior Director of HR to roll out a workplace well-being initiative that identified stress risks early and reduced impact on employee health, engagement, and productivity. Advised the senior leadership team (SLT) on new policies and practices to lower workplace stress and strengthen organizational health.

- Developed and delivered customized Stress Clinic webinars that taught evidence-based coping, resilience, and burnout prevention strategies to employee groups.
- Mitigated an estimated $80K to $120K in attrition, rehiring, and retraining costs.

Jackman Reinvents, Canada (2020)

**a Toronto-based reinvention and management consulting firm helping retailers transform their strategy and brands.*

Collaborated with the VP of People to launch a data-driven employee retention program that proactively detected risk factors and reduced workplace stress. Ran Stress Pulse assessments to identify stress-related hazards, quantify their effect on employee well-being, and connect the findings to organizational performance and people analytics.

- Led Stress Clinic group webinars that translated research into practical tools for employees.
- Saved at least ~$40K to $80K in turnover, recruitment, and retraining costs.

Carré – Canada (Remote) 2021 to 2023

Clinical Applications Specialist

Ensured clients achieved success with smart clothing and continuous health monitoring platforms. Built and managed strong relationships with account holders, encouraging retention. Opened opportunities to develop business within existing and new accounts. Collaborated closely with Sales and Marketing teams to support the achievement of annual quotas.

- Trained current and prospective clients, including the Canadian Space Agency, Axiom Space, SpaceX, Royal Canadian Mounted Police (RCMP), Dubai Health Authority, Naval Health Research Center, US DoE, Yale, Pfizer, and many more.
- Supported the FDA approval of offerings (opening a market valued at $24B+).

Trilium Health Partners – Canada 2013 to 2021

EMG Technologist

Supported patients by working alongside nerologists to diagnose and treat peripheral neurological symptoms. Obtained medical history and performed electrophysiological diagnostic tests across in-patient and out-patient settings. Prepared and presented results. Answered patient questions and provided education on treatment methods.

- Facilitated research programs and projects, performing diagnostic testing on behalf of fellows and clinical researchers.
- Trained medical students and residents on electrophysiological diagnostic testing.

Compounding Chemists – Canada 2018 to 2019

Regional Sales Manager & Compounding Contractor

Reported directly to the CEO and Pharmacy Director. Developed and executed market-winning sales strategies across both new and existing accounts. Accelerated revenue and profit growth between US and Canadian territories. Informed product-market alignment and collaborated with C-suite strategic partners and clinical researchers on new compounding solutions.

- Achieved significant results across sales and business development, including opening a new global market valued at $20B+, creating custom solutions for a new market valued at $5B, and generating $250K in personally originated sales.
- Penetrated new markets and influenced key decision-makers at innovative clinics, including Cleveland Clinic, Institute of Human Mechanics, University of Toronto, University Health Network, Women's Hospital, and Toronto Sleep Clinics.
- Guided the commercialization of a new sleep aid formula in collaboration with international healthcare providers by leading market evaluation, prospect targeting, formula research/development, and vendor management.

ACADEMIC EXPERIENCE & LEADERSHIP

University of Toronto – Mississauga, Canada 2026 to Present

Sessional Lecturer, Master of Biotechnology (MBiotech) Program

Delivered graduate-level instruction for BTC 1899H – Digital Health, a discussion-focused course examining digital health technology from clinical, regulatory, commercial, and human perspectives. Presented lectures on the evaluation and forecasting of digital health technologies, including the psychology of technology adoption in health contexts.

- Facilitated case discussions across wearable technology, remote patient monitoring, biometric sensing, and healthcare cybersecurity, leveraging years of experience and research within the field.
- Mentored graduate students throughout independent capstone projects, including expert-interview methodology, comparator selection, and market assessment, preparing them for lifelong careers within the field.
- Evaluated student reports, presentations, and reflections against industry-informed and academic standards.

Holland Bloorview Kids Rehab Hospital, Canada 2013 to 2018

PhD Student Researcher

Owned responsibility for the development of a gait rehabilitation wearable device and platform that analyzes muscle activity through the classification of muscle sounds. Designed technology to present auditory feedback to correct gait programs for remote rehabilitation programs. Collaborated with scientists, engineers, and clinicians to create a proof-of-concept/prototype.

- Underwent the NSERC CREATE Academic Rehabilitation Engineering (CARE) Training program.
- Submitted an application for a Canadian Patent, preparing to commercialize wearables with market values at $5B+.

ACADEMIC EXPERIENCE & LEADERSHIP, CONTINUED:

University of Western Ontario, Canada 2009 to 2011

Master's Student Researcher

Conducted laboratory studies of seat vibration attenuation as pertaining to workplace injuries for heavy equipment operators in the forestry and mining industries. Measured comfort across manufacturers and conditions using a hydraulically actuated 6-DOF hexapod robot. Developed research protocols for data collection, statistical analysis, and participant recruitment.

- Participated in the Public Health and Agricultural Rural Ecosystem (PHARE) graduate training program.
- Partnered with a multidisciplinary team on the Workplace Safety Insurance Board (WSIB) on a project valued at $5M+.

EDUCATION

Ph.D. Biomedical Engineering | Institute of Biomaterials and Biomedical Engineering
University of Toronto, Canada | 2013 to 2018

M.Sc. Kinesiology | School of Kinesiology
University of Western Ontario, Canada | 2009 to 2011

B.Sc. Kinesiology (Honors) | Department of Kinesiology
McMaster University, Canada | 2005 to 2009

TEACHING & SUPERVISION

- Course Instructor – Chinese Academy for Natural Health, Toronto, Canada | 2018
- Summer Student Supervisor – Holland Bloorview Kids Rehab Hospital, Toronto, Canada | 2014 – 2017
- Graduate Teaching Assistant – University of Western Ontario, London, Canada | 2010 – 2011
- Employee Wellness Instructor – Hamilton Police Department, Hamilton, Canada | 2008 – 2009

PUBLISHED PEER-REVIEWED JOURNAL ARTICLES

- Plewa, K., Samadani, A., Orlandi, S., & Chau, T. (2018). A novel approach to automatically quantify the level of coincident activity between EMG and MMG signals. *Journal of Electromyography and Kinesiology*, 41, 34-40.

- Plewa, K., Silverman, M., Orlandi, S., Chau, T., & Thaut, M. (2017, December). Designing a wearable MMG-based mobile app for gait rehab. In 2017 *IEEE Life Sciences Conference (LSC)* (pp. 238-241). IEEE.

- Plewa, K., Samadani, A., & Chau, T. (2017). Comparing electro-and mechano-myographic muscle activation patterns in self-paced pediatric gait. *Journal of Electromyography and Kinesiology*, 36, 73-80.

- Plewa, K., Potvin, J. R., & Dickey, J. P. (2016). Wrist rotations about one or two axes affect maximum wrist strength. *Applied Ergonomics*, 53, 152-160.

- Plewa, K. M., Eger, T. R., Oliver, M. L., & Dickey, J. P. (2012). Comparison between ISO 2631–1 comfort prediction equations and self-reported comfort values during occupational exposure to whole-body vehicular vibration. *Journal of Low Frequency Noise, Vibration and Active Control*, 31(1), 43-53.

- Plewa, K., Dickey, J. P., Eger, T., & Oliver, M. (2010). Are Comfort Predictions from ISO 2631-1 and Self-Reported Comfort Values During Occupational Exposure to Whole-Body Vehicular Vibration Related?