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Martin Landon Named CEO of BioBridge Global

SAN ANTONIO – Longtime biomedical industry executive Martin Landon has been named chief executive officer of BioBridge Global (BBG), the nonprofit organization that oversees and supports the South Texas Blood & Tissue Center (STBTC), QualTex Laboratories, GenCure and The Blood & Tissue Center Foundation. The announcement was made today by BBG Board Chair Mike Kreager.

Landon will join BBG on Oct. 1 and, to ensure a smooth leadership transition, will work with current CEO Linda Myers through the end of the month, Kreager said. In July, Myers announced plans to retire from the organization.

Landon has worked most of his career in San Antonio, including senior management positions with technology company Intelogic Trace, where he rose to the position of chief financial officer. In 1994, he moved into the biotech industry and worked for almost two decades as controller and then CFO at Kinetic Concepts Inc., now Acelyt L.P. Inc. At KCI, Landon served as the primary interface with financial stakeholders and participated in numerous business development initiatives, including the 2008 acquisition of the LifeCell Corporation, a large publicly traded regenerative medicine business. During his tenure, KCI grew into a \$2 billion global medical device company with 7,000 employees.

Since 2014, Landon has served as president and CEO of CeloNova BioSciences Inc., an early-stage, global medical device company focusing on interventional cardiology and endovascular products. In 2015, CeloNova made news when it sold its interventional radiology business to Boston Scientific, the market leader in the peripheral interventions field. Landon will remain on CeloNova's board of directors.

“Marty has the executive experience and the biomedical industry knowledge to lead BBG and its subsidiaries in extending our reach in the areas of blood products and services, biological testing and in the growing field of regenerative medicine,” Kreager said. “Because BBG has built close collaborations with emerging biotech firms as well as established biomedical institutions here and across the country, it was clear to the board that Marty’s reputation, his connections within the biomed industry as well as his success in growing global companies would make him a perfect fit for BBG.

“We’re especially happy to have found such a highly qualified CEO right here in San Antonio, someone who understands the unique nature of both the region and our place in it,” Kreager added.

For Landon, BBG’s mission of saving and enhancing lives through the healing power of human cells helped attract him to the new role.

“The passion for helping people in our community through medical innovations is something that was instilled in me when I joined KCI almost 25 years ago,” Landon said. “With BBG and its subsidiaries, I have the opportunity to help grow our mission here in South Texas and beyond. This is a multifaceted biomedical organization with areas of focus that complement each other in intriguing ways, creating exciting new possibilities to pursue.”

Myers said she is proud of what has been accomplished at BBG in the past four years, as BioBridge Global expanded to a national presence in blood products and blood products testing, as well as a worldwide reach in regenerative medicine.

“Our people are our biggest asset, and we have a great team in place,” said Myers, who joined the organization in 1994 and has been CEO of BioBridge Global since 2013. “I’m looking forward to working with Marty to ensure a smooth transition and keep our momentum going.”

About BioBridge Global: BioBridge Global (BBG) is a San Antonio, Texas-based nonprofit organization that offers diverse services in regenerative medicine, blood resource management and biologic testing. Its subsidiaries – the South Texas Blood & Tissue Center, QualTex Laboratories and GenCure – provide products used in regenerative medicine treatment and research, including cellular therapies, donated umbilical cord blood and tissue services, as well as blood and plasma product testing for clients in the United States and worldwide. BBG’s roots are in the South Texas Blood & Tissue Center, which has a proud history of serving the South Texas region for more than 40 years. BBG is committed to supporting groundbreaking research, addressing unmet clinical needs and enabling the development and commercialization of innovative biotechnology products. Visit us at www.biobridgeglobal.org.

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