

# Yaniel Lopez

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I am a highly skilled and experienced product manager with a proven track record of delivering innovative and customer-centric medical devices. I have over 10 years of experience in the medical device industry, with 5 years as a product manager at Canon Medical Systems USA, where I led the development and launch of several successful products in the diagnostic imaging and interventional radiology segments. I have a strong background in market research, product strategy, product development, product launch, and product lifecycle management. I have excellent communication, collaboration, and leadership skills, and I am passionate about creating value for patients, providers, and stakeholders.

## EDUCATION

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### **Bachelor of Science in Electrical Engineer**

Florida International University • Miami • GPA: 3.5 • 08/2004 - 08/2008

## WORK EXPERIENCE

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### **Canon Medical Systems USA** • Boca Raton • Full-time • 01/2020 - Present

Leading provider of innovative imaging solutions and services

#### **Product Manager, X-Ray and Ultrasound**

- Managed product strategy and marketing across Canon's full Xray and Ultrasound product line.
- Continually monitor market to determine market size, potential market share, and the effectiveness of marketing programs and special promotions. Adjust terms and conditions of these programs and promotions, as necessary
- Drove the dramatic improvement of a prototype Mobile X-Ray system with a novel design by serving as a critical bridge between physician partners and our engineering teams.
- Led clinical development of body perfusion application with KOLs
- Led development of CEO, CFO and CVP BD presentations for Strategy Board Reviews
- Dramatically expanded the growth of Mobile X-Ray for ER/OR via the successful NPI of key features, revamping sales training and collateral, and serving as the de facto National Product Specialist.
- Take ownership of product results relative to achieving operating plan objectives, including sales, bookings, margin and profit
- Support the clinical marketing and education teams in development and continuous improvement of sales tools, brochures, videos and training programs
- Interface with Services organization to understand performance and reliability issues for X-Ray and Ultrasound product and develop corrective actions.
- Become the key Canon product representative at clinical and luminary sites for assigned product lines.
- Increased Business revenue by 300% in the last 5 years without increasing human resources through planned transitions of responsibilities and improvements in training focus
- Coordinated OEM relationship with major medical equipment companies (Shimadzu, Toshiba, Siemens, AGFA) service and marketing departments to assist in developing service contracts, parts management, and technical support distribution channels

### **Virtual imaging** • Deerfield Beach • Full-time • 01/2015 - 12/2019

Provider of digital radiography solutions

## **Product Engineer Supervisor, X-Ray systems**

- Established, oversaw, and realized company objectives for multi-disciplined Engineering Department encompassing Mechanical, Electrical, BioMedical, Packaging and Supplier Quality Engineers, technicians, and administrative personnel for Canon's full Xray product line.
- Spearhead life-cycle management of the entire XR product line, including component assembly, and finished goods manufacturing
- Key role as Project Chief for multiple projects with accountability of overseeing multiple division/departments to launch latest product at minimal cost.
- Hand selected by the Executive Team to complete a gap analysis for the engineering responsibilities. Audited and reviewed engineering processes to align with ISO requirements and Canon best practices and implemented changes accordingly. Engaged with company to improve design (DFM) and identify products that could be moved to Canon Virginia for Manufacturing.
- Continuously monitor the X-Ray entire product line market performance and follow-up on customer issues which may negatively impact customer satisfaction and Sales.
- Interface with Services organization to understand performance and reliability issues for X-Ray products and develop corrective actions.

## CERTIFICATIONS

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### **Certified Quality Engineer**

ASQ • 05/2013 - 12/2026

## SKILLS & INTERESTS

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Agile Methodologies, C++, Communication, Kaizen, Leadership, MATLAB, Problem Solving, Project Management, Scrum, Six Sigma, Statistical Tools, 3D printing, Cloud computing, Enterprise solutions, Generative AI