



Guillaume CALMON



Member of the
Healthcare Shapers
Network



Advisor for Wilco
and Bpifrance



Let's turn your
health tech into
market success.
Book a meeting.

From Breakthrough to Bottom Line Strategy | Go-to-Market | Business Development

Bringing a Health Tech innovation to market is complex – funding, quality, regulations, commercialization, and adoption can stall even the brightest ideas.

I help startups and established companies **bridge the gap between innovation and market success.**

- ***Launching a new health tech solution in France or Europe?*** I help innovators turn prototypes into market-ready solutions – fast. From shaping your product strategy to structuring partnerships, I build clear, actionable go-to-market plans that deliver results.
- ***Need to accelerate commercial traction?*** I work with teams to secure funding, engage strategic partners, and build scalable sales models that drive adoption and revenue.
- ***Not sure how to position your product?*** I translate complex technology into compelling messaging and go-to-market strategy – tailored to buyers, clinicians, and investors.
- ***Building in AI, software, or digital health?*** With experience across R&D, product marketing, and business development, I know how to connect your tech with the right decision-makers in a crowded space.



guillaume.calmon@ehtic.fr



+33 6 12 37 16 47



www.ehtic.fr



linkedin.com/in/gcalmon

Bridging Innovation & Commercialization: Case Studies



B2B Bus Dev, Marketing,
Communication
(2025)

Led market entry, partnerships,
and reimbursement strategies in
Europe.



Global Director of
Strategic Alliances
(2018 - 2021)

Managed business developers in a
telecom group transitioning into
healthcare via alliances.



Senior European
Marketing Manager
(2014 - 2017)

International marketing for a
portfolio of medication
management solutions.



Senior Global Product
Marketing Manager
(2011 - 2014)

Introduced new product features
and achieved +11% market share
growth in a declining market.



MRI Clinical Research and
Collaboration Manager
(2004 - 2011)

Managed collaborations with key
opinion leaders, trained sales
teams.

Principal Software Engineer
(1999 - 2003)

Led a team developing CT and MRI
image analysis software, delivering
multiple commercial releases.

Driving Impact Through Strategic and People Skills



Strategic communicator,
skilled at adapting complex
ideas for diverse audiences.



Trusted advisor, known for
empathetic leadership and
high-stakes decision-making.



Clear & impactful storyteller,
simplifying complex concepts
to inspire action.



Passionate innovator,
deeply engaged in driving
Health Tech breakthroughs.

Testimonials

*Guillaume supported our company's
communication during an important period.
His knowledge of the market and our legacy
helped us communicate effectively while
staying focused on our business.*



CEO of a Global Innovative
Health Tech group
Feb 2024

*I've consistently been impressed by
Guillaume's extensive knowledge in clinical
and technical domains. His customer
orientation ensures projects exceed
expectations.*



E. Deschamps
Caredis
Mar 2024

*Guillaume's deep expertise in health tech
innovation, combined with his ethical
approach, made him the perfect partner for
our project.*



Omar E.
Kearney Consulting Firm
Aug 2024

*Guillaume's contributions to our ERC grant
application were invaluable. I am confident
we could not have managed this complex
task without his guidance.*



Prof. P. Chevalier
HCL Lyon
Aug 2024

*Thank you for the high-quality output and fast
turnaround – your QMS and CE marking
roadmap gives us a clear path forward.*



CEO
Health Tech startup
Apr 2025