

BRIAN ASMUSSEN, MBA

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Brian Asmussen, MBA, is Director, Business Development & Strategy focused on supporting Medtronic customers with Healthcare Economics & Reimbursement challenges and opportunities. In this role, he leads commercial growth strategies and business development initiatives that enhance our customers' abilities to drive economic value in the evolving healthcare delivery and payment landscape. Additionally, Brian leads the Healthcare Economics and Reimbursement team in their ongoing support of our customers in evidence generation and reimbursement services.

Brian has over two decades of experience working within the neurosciences, orthopedics, trauma, and spine service lines within complex academic medical centers, private practice, and health systems. This experience lends to a unique perspective from both the physician point of view as well as the health system. Most recently, Brian served as Assistant Vice President of Neurosciences, Orthopedics, & Trauma Services Lines at Methodist Health System in Dallas, TX. He received his masters in business administration with a healthcare services focus from the University of Dallas and bachelors of business administration from Texas Tech University.

Brian is a member of the American College of Healthcare Executives (ACHE) and a past president and board member of Neurosurgery Executives' Resource Value & Education Society (NERVES). He also serves as faculty for the Physician Leadership Institute at the Congress of Neurological Surgeons (CNS).