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INTELLIGENT DATA SOLUTIONS
CRANIAL & SPINAL TECHNOLOGIES

Medtronic



Brian Asmussen, MBA is the senior director of global UNiD lab and customer engagement for the intelligent Data Solutions business within the Medtronic Cranial and Spinal Technologies operating unit. He leads the global UNiD Lab™ team and three managers located in New York, France, and Japan. UNiD LAB™ is our team of biomedical engineers who work collaboratively with surgeons to simulate surgical strategies and technologies using proprietary data and algorithms with detailed outcome reporting. The second area he leads is customer engagement focused on procedural solutions beyond implants to transform spine surgery through improving outcomes, predictability, driving efficiency and cost savings, development of tools that assess risk-based patient comorbidities, and strategic partnerships.

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 master's in business administration with a healthcare services focus from the University of Dallas and bachelor's degree in 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).

Brian and his wife Cristi reside in Dallas, Texas with their three girls, Lizzy (7), Cecy (4), and Lucy (1)

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