



EXECUTIVE BIOGRAPHIES



Eric A. Nofzinger, MD
Founder & Chief Medical Officer

Dr. Nofzinger invented the Ebb® device based on research he performed as a Professor of Psychiatry and Director of the Sleep Neuroimaging Research Program at the University of Pittsburgh School of Medicine. A renowned expert in the science of sleep and a Past President of the Sleep Research Society, he has spent more than 35 years practicing sleep medicine and studying the brain mechanisms of healthy sleep and of sleeplessness.

At the University, his work defined the precise area of forehead coverage and precision therapeutic temperatures that make Ebb the successful product it is today.

Dr. Nofzinger takes an active role in the leadership of the company, including the development of its first behavioral therapy program.

Eric earned his B.A. degrees in Chemistry and Psychology from Miami University, his M.D. degree from The Ohio State University College of Medicine and performed his Psychiatry training at the University of Pittsburgh School of Medicine.



Don Spence
President & CEO

Throughout his 40-year career, Don has built and shaped the purpose and vision for various companies, the lion share in the global, medical device category.

Much of his career has been at the senior executive level, as Chairman and CEO of Lake Region Medical, Chief Executive Officer of Philips Home Healthcare and Group President Sleep and Home Respiratory for Respironics.

He was appointed President and CEO of Ebb in 2017, after joining its Board of Directors the year prior.

Don also serves on the Board of Directors of Integer Holdings Inc. (NYSE:ITGR) and Linguaflex, Inc.

He earned his B.A. in Economics from Michigan State and his M.A. in Economics from Central Michigan University.



Elise Wilfinger
Chief Marketing Officer

Elise has more than 20 years of executive leadership experience in strategy, marketing and growth acceleration roles, for both global advertising agencies and start-up media companies.

Prior to joining Ebb in 2018, she was EVP, Corporate Strategy and Brand Officer at the Mars Agency, EVP Chief Strategy Officer and Chief Operating Officer for Home Team Marketing and EVP, Chief Marketing Officer at Ryan Partnership. Across these roles, Elise led strategy, brand development, lead generation and commercial efforts for multiple health-oriented brands, including HealthNet Insurance, Fortis Insurance, CareCentrix home services, Purdue Pharma's Uniphyl brand, Ethicon Endo-Surgery's Mammotome brand and Pfizer's Rogaine brand.

Elise is responsible for the creation and rollout of the new Ebb brand proposition and campaign, the direct-to-consumer business model, the ecommerce and infrastructure engine build, and all data-driven marketing, including digital, social and traditional channels.

She earned her B.A. in Economics from Clark University.



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Damian Rippole
Chief Financial Officer

Damian has over 15 years of financial leadership experience in both public and sleep/health companies.

Prior to joining Ebb in 2012, he was the Corporate Controller for Respironics, a global leader in the sleep and respiratory markets, that was acquired by Philips in 2008. After the acquisition, he was Controller for the Philips' Home Healthcare business and led its global finance integration. Damian also spent seven years in public accounting at EY.

At Ebb, Damian partners with the leadership team in all aspects of the business, focused principally on the direct to consumer business model, including strategy development and execution. He has direct leadership over all administrative functions.

Damian earned his B.A. in Accounting from Grove City College.



Jeff Schirm
Chief Technical Officer

Jeff has over 25 years of experience in bringing successful medical devices to market.

Since joining Ebb in 2011, he has been responsible for all aspects of product design and development.

Jeff has held various leadership roles in research & development and operations at Philips Respironics, a global leader in both the sleep and home respiratory care markets. He also served in several key engineering positions at GE.

He earned his B.S. and M.S. in Mechanical Engineering from the University of Pittsburgh.



Barry Thwaits
VP Sales

Barry has more than 20 years of sales management experience in the medical device industry, developing and managing sales teams for multiple organizations in North America and international markets including Europe, Latin America and Asia.

Barry joined Ebb in 2017 to lead its B2B sales team. Before joining Ebb, he worked as Global VP of Sales and Marketing for Inova Labs, which was acquired by Resmed. He also served in multiple management roles in sales and marketing at BCI International, Respironics and Philips.

Across these roles, Barry has introduced several highly successful products in the Sleep, Respiratory and Oxygen industry; most notably, the Vision Non-Invasive Ventilator and System One Cpap and the Portable Oxygen Concentrator, Virtuox.

Barry earned his B.A. in Political Science from Arizona State University.