



David Crais, Early Innovator in [Point of Care](#)

[Testing](#)" ^[1] ^[2] ^[3] ^[4] David R. Crais is an experienced business development manager advisor having served as VP Sales, COO, and President and CEO. His experience extends from healthcare and medical services, to international trade, export and finance, to energy and oil and gas. He has held positions in Los Angeles, New Orleans, Chicago, and Mexico City, Mexico.

David Crais, based both in Chicago and New Orleans, is a healthcare technology consultant with clients ranging from healthcare start-ups to information technology companies to media content related production companies. His experience includes terms with many medical device startups as well as [Fortune 500](#) companies. He is currently a partner with [Appletree Capital], LLC in Chicago, IL.

David is a native of New Orleans, having graduated from [Loyola University New Orleans](#) and attended LSU and graduate school at the [Universidad Iberoamericana](#) in Mexico City, Mexico. He holds degrees in History and Business with additional concentrations in public health and policy, economic development, product development, and media systems. David was appointed Chairman of the [Louisiana Imports and Exports Trust Authority] in 1992, a bond issuing agency which facilitated trade and finance activities with Louisiana. He also served in various government and civic roles as a member of medical and biotech industry economic development organizations, the [Visiting Nurses Association](#), and has been a registered lobbyist in some of these capacities. He was regional executive director for [Senator Paul Tsongas](#) and [Steve Forbes](#) presidential campaigns in 1992 and 1996.

An original marketing team member with [i-STAT](#), Inc, Princeton, NJ, the first commercially successful handheld blood gas analyzer company, he managed an implementation team marketing [Point of Care](#) testing to hospital and IDN laboratories, directly and through co-marketing ventures with [Hewlett Packard](#), and [Abbott Diagnostics](#). He was Vice President for Sales and Business Development with [Careside, Inc]., a Los Angeles, CA, medical start-up, where he was an original team member directing operations and participating in the IPO and subsequent funding]] and [Instrumentation Laboratories] in management and sales. David ha rounds. He also has held positions with [Quest Diagnosticss](#) led operations and sales campaigns domestically and in various international markets. He co-founded business development firm Couhig Technology Partners, where he briefly served as President.

David has consulted with many new ventures, university research based [[[tech transfer](#) projects]], and those engaged in intellectual property development and commercialization. A frequent media guest and source on [GoZone](#) and hurricane related redevelopment activities, he has also testified in front of legislative bodies on angel investor and venture capital tax credits, R & D and digital media

tax credits, and economic development legislative and administrative policy. He has authored several articles on disruptive technology development, and the innovation design process. A frequent speaker at industry and trade gatherings, he is active in several association and trade groups.

He is a recipient of three “[Innovator of the Year]” awards, a co-recipient of the “[Medical Design Excellence Award](#)”, and several capital fundraising tombstones for, [IPO](#), [PIPE](#), and [private placements](#).

Crais obtained securities licenses while an associate at [Merrill Lynch, Pierce, Fenner, & Smith](#) in their banking and asset management division. He holds [Series 7](#), 66, , 79, 24 licenses, and has also been a [Registered Investment Advisor](#) to business and healthcare clients. He led Careside in their [IPO](#) in 1999 where they raised \$16,000,000. He also led the management team, along with Jim Koch, CFO, and W. Vickery Stoughton, CEO, in a \$10,400,000 [PIPE offering](#) in 2000. He also served under contract as President for the [Digital Healthcare Assessment Center], a healthcare informatics SaaS software spinout from [Tulane University Medical School](#).

References^[edit]

1. **Jump up**[^] <http://www.neworleanscitybusiness.com/uptotheminute.cfm?recid=18118&userID=0&referer=dailyUpdate>
2. **Jump up**[^] <http://www.neworleanscitybusiness.com/pdfuploads/Innovator%202007.pdf>
3. **Jump up**[^] http://www.device-link.com/consult/co/262/26255.html//www.nola.com/news/index.ssf/2008/02/businessmans_spycase_arrest_st.html
4. **Jump up**[^] <http://sec.edgar-online.com/2002/04/30/0000930661-02-001406/Section2.asp>

David Crais is a veteran of venture capital backed companies in the medical technology field. He has served as Vice President, COO, and CEO of medical device and software companies. With a client list of over 400 hospitals since 1992, he has worked with healthcare providers in the U.S. and Canada.