Medtronic Client Readiness & Engagement Briefing

Executive Summary & Document Context

This briefing document establishes the foundational client intelligence, security context, relationship history, and strategic engagement framework for **Medtronic** . Prepared by **Pete Reynolds, Client Partner at Argent Reach** in October 2026, this brief serves as the single source of truth for the Medtronic company file. All downstream assets—including video proposals, podcasts, presentation decks, and overview documents—are derived strictly from this source text.As of October 2026, this document and its associated meeting overviews function as an established worked example of Argent Reach's per-company client management system. Live overview records are strictly generated from post-call meeting notes, while illustrative planning materials remain explicitly categorized as planning tools.

Medtronic Corporate & Technological Profile

Medtronic is the world's largest medical device company, specializing in healthcare technology that spans cardiac care, surgical robotics, diabetes management, and neurotechnology.

Key Organizational Metrics

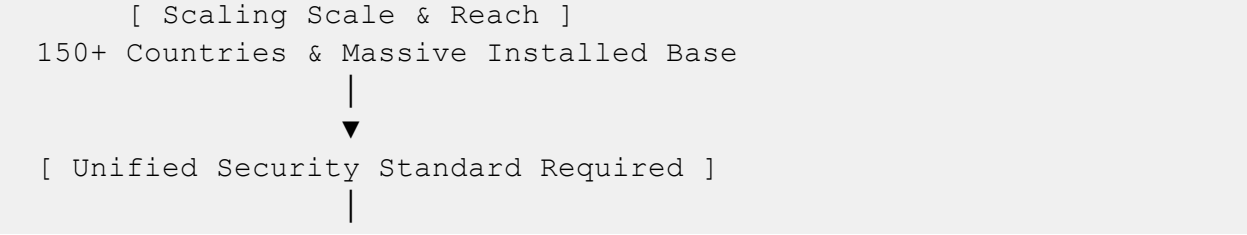
- **Founded:** 1949 in Minneapolis
- **Operational Headquarters:** Minneapolis, Minnesota
- **Global Workforce:** Approximately 95,000 employees
- **Geographic Reach:** Products serve patients across 150+ countries
- **FY25 Public Performance Indicators:**
- **Patients Served:** 79+ million
- **Research & Development (R&D) Investment:** $2.7 billion
- **Clinical Trials:** 170+ active clinical trials

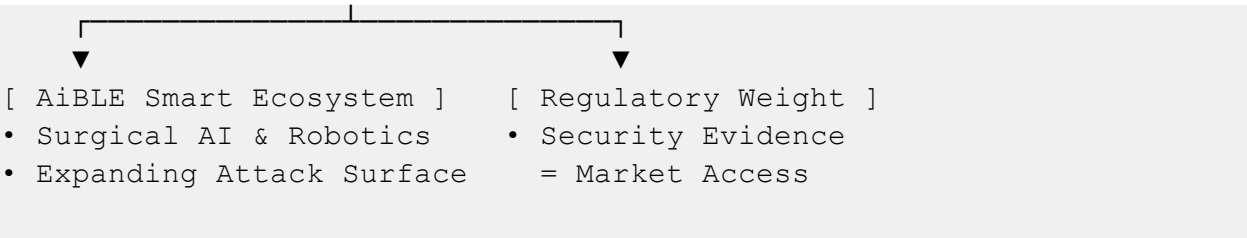
Strategic Technology Focus

Medtronic's primary public technology push is centered on the **AiBLE smart ecosystem** for surgery and robotic-assisted surgery, positioning the organization at the forefront of "health tech for the digital age."

The Security & Regulatory Landscape

The convergence of connected medical devices, cloud architectures, and surgical robotics has shifted the role of cybersecurity within Medtronic's product development and market access strategies.





Core Security Drivers

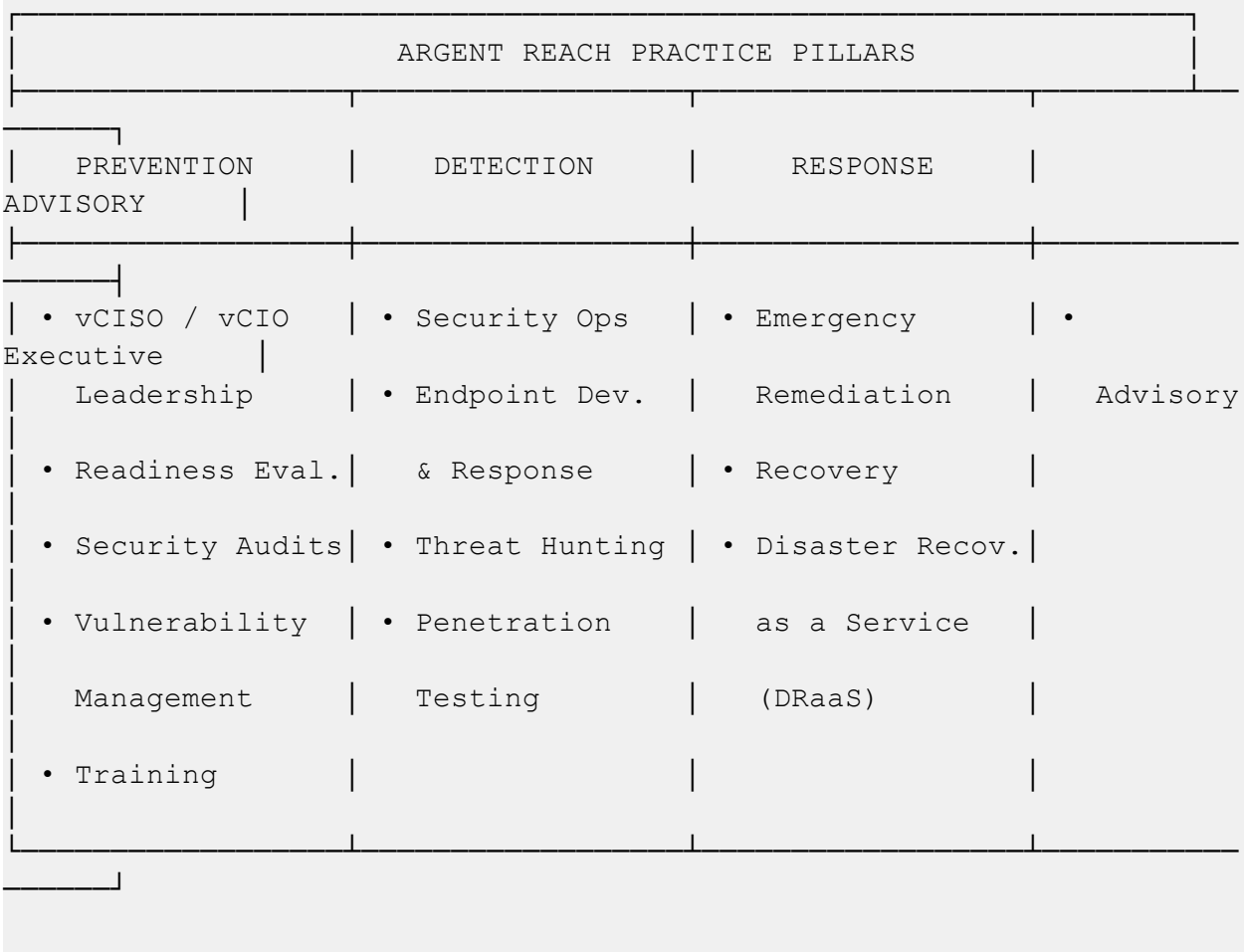
1. **Product Security as a Fundamental Product Feature:** Security directly shapes how devices are designed, reviewed, and trusted. When bolted on late in the engineering lifecycle, security causes significant program delays.
2. **AI & Robotics Surface Expansion:** The integration of AI into surgical environments (including the AiBLE ecosystem and robotic-assisted platforms) substantially expands the attack surface, necessitating scalable security governance.
3. **Regulatory Scrutiny & Market Access:** Operating under intense global regulatory weight, Medtronic must generate robust security evidence as a non-negotiable prerequisite for market access.
4. **Global Consistency at Scale:** Operating across 150+ countries with a vast installed base requires a single, consistent security standard that maintains rigor without impeding product delivery velocity.

Existing Relationship Network

Argent Reach's engagement with Medtronic is built upon warm relationships cultivated by Client Partner Pete Reynolds during his tenure at Magenic and Concord. Most key contacts are former clients.| Contact Name | Public Title (as of Oct 2026) | Background & Historical Context | Strategic Engagement Angle || ------ | ------ | ------ | ------ || **Jim Peichel** | Chief Technology Officer (CTO) | Client at Magenic & Concord; former software engineer; led digital ecosystems across cloud, mobile, and data; public speaker on using AI to personalize procedures. | Pete Reynolds has drafted an outreach letter focusing on the **AI + robotics security** angle. || **Sachin Choudhary** | Vice President | Client at Magenic & Concord. Role confirmed in public sources (Oct 2026). | Strategic executive relationship. || **Karl Knoblauch** | Chief Systems Engineer / Technical Fellow | Client at Magenic & Concord. Public sources (Oct 2026) reflect updated title (formerly VP). | Engineering and systems architecture alignment. || **Yongduk Cho** | Development Manager | Client at Magenic & Concord; transitioned from software engineering to leading development programs. | Drafted outreach letter leads with **product security in device design** . || **Luke Seaton** | Director | Client at Concord. | Management and delivery alignment. || **Isabel (Nutting) Shefveland** | Internal Champion | Worked at Concord. | Internal advocate and liaison. || **Michael Alteri** | Leading AI Transformation Work | Introduced via Tim Wells. | Currently held in a separate review group for targeted outreach. |

Argent Reach Capability Alignment

Argent Reach is a specialized cybersecurity services firm led on this account by Client Partner **Pete Reynolds** . Argent Reach structures its capabilities across four core practice pillars designed to support enterprise medical technology organizations:



1. Incident Prevention

- Executive leadership via vCISO and vCIO advisory
- Scoped readiness evaluations
- Comprehensive security assessments and audits
- Security awareness training
- Vulnerability management programs

2. Incident Detection

- Security operations
- Endpoint Detection & Response (EDR)
- Proactive threat hunting
- Penetration testing

3. Incident Response

- Emergency remediation
- System and operational recovery
- Disaster Recovery as a Service (DRaaS)

4. Executive Advisory

- Strategic C-suite and board-level cybersecurity governance guidance

Engagement Strategy & Meeting Framework

Argent Reach executes client engagements through a disciplined, value-first delivery model led by Pete Reynolds.

Initial Engagement Entry Point

Engagements do not begin with broad, unproven scopes. Instead, conversations start with a tightly **scoped, provable initial engagement—typically a readiness evaluation** . Argent Reach expands its footprint organically only where value is proven and earned.

Commercial Policy

- **No Published Pricing:** Pricing is never printed or published in briefing materials, proposals, or collateral.
- **Direct Commercial Agreements:** Commercial structures are negotiated and agreed upon directly with the client.
- **Value-First Focus:** Alignment on risk mitigation, transformation, and technical delivery precedes all commercial discussions.

Client-Centric Value Framework for Medtronic Meetings

All engagements and structured client discussions follow the 5-stage **Client-Centric Value Framework** :

- **Client Situation:**
- Evaluate Medtronic's vision, objectives, and target state.
- Analyze current challenges (e.g., AI scaling in surgery, regulatory friction, device security integration).
- Define the specific operational capabilities required to succeed.
- **Corporate Positioning:**
- Present Argent Reach's core delivery capabilities, relevant technical references, and assigned delivery team.
- **The Right Solution:**
- Establish structured governance, risk mitigation strategies, operational transition plans, operating models, transformation roadmaps, and continuous improvement protocols.
- **Value & Engagement:**
- Focus strictly on demonstrating value first.
- Finalize commercial structures directly outside of printed deck materials.
- **Summary:**
- Reiterate core differentiators, key strategic messages, and mutual delivery commitments.