



Executive Management Imorgon

Lloyd Kreuzer, Ph.D. Founder and Chief Executive Officer

Lloyd Kreuzer co-founded Imorgon in 2006, bringing with him more than 20 years of experience leading the development of ultrasound PACS products. Prior to founding Imorgon, Lloyd served as director of business development for Acuson Corporation (acquired by Siemens Medical in 2000), a leading ultrasound developer and manufacturer, where he initiated the company's entry into the ultrasound PACS market. He played a key role in the creation and development of Aegis, Acuson's first-generation ultrasound PACS, and in the development of KinetDX, the company's second-generation ultrasound PACS. Lloyd was an active member of the DICOM standards committee for many years, where he made significant contributions to extend DICOM to support ultrasound imaging. Prior to working in the medical software development market, he was member of technical staff at Bell Labs and at HP Labs.

Lloyd received a Bachelor of Arts in Physics and Mathematics from Swarthmore College and a Ph.D. in Physics from Princeton University.

Rick E. Smith Senior Vice President Sales and Marketing

Rick Smith is senior vice president of sales and marketing of Imorgon, bringing with him 30 years of executive management and sales and marketing experience in the medical device and medical software sectors of healthcare. Prior to joining Imorgon, Rick provided consulting services to companies in the diagnostic device, IT and software specialties of healthcare delivery, with a focus on organizational structure, management skill development, market and product strategies and sales execution. Prior to this, Rick was CEO, president and board director of Allocade, where he managed overall operations, venture funding, development and execution of the company's patient scheduling SaaS business model. Prior to joining Allocade, Rick spent more than 14 years serving in various senior management positions at Siemens Medical Systems and Acuson Corporation (acquired by Siemens Medical in 2000). At Siemens, Rick was the senior vice president of global sales and marketing for the ultrasound business group, where he was responsible for taking the group to the no. 1 market position in North America and the no. 2 position globally. At Acuson, Rick was senior vice president of global sales and marketing, and vice president of North American Business Operations. He also held senior management positions at Toshiba Medical Systems.

Rick holds a Bachelor of Science in Education from Western Illinois University and a Master of Science in Education from Southern Illinois University.

Robert Grzeszczuk, Ph.D.
Vice President of Engineering

Robert Grzeszczuk joined Imorgon Medical in April 2012 as vice president of engineering after previously consulting for the company. Robert has more than 15 years of global experience in building, training and leading organizations in the development of award-winning Healthcare IT solutions. Prior to founding his own consulting company, ExtrinsicCare, Inc., Robert served as director of engineering at Philips Medical Systems, where he was responsible for all functional and operational aspects of delivery for Philips iSite PACS and related products and services offered by the Enterprise Imaging Informatics business unit. He also served as director of engineering for Stentor, Inc., which was acquired by Philips in 2005. Prior to his work at Stentor, Robert served in senior level management positions for Biolumagene, Inc. (acquired by Roche), Scimagix, Inc. and Silicon Graphics, Inc. In addition, he founded Prevision, Inc., an engineering consulting company in 1999, where he served as the chief executive officer working on a diverse array of products and services including seismic data interpretation; software capable of real-time roaming of Terabyte volumes in a virtual environment; computer assisted surgical navigation tools, and more.

Robert received a Bachelor of Science in Mathematics and Computer Science, a Master in Science in Electrical Engineering and Computer Science and a Ph.D. in Electrical Engineering and Computer Science from the University of Illinois at Chicago. He has authored numerous abstracts, proceedings and journal articles and he holds eight issued patents.

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