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## **Boomerang Medical Appoints Medtech Veteran Heather Simonsen as CEO and Closes \$3M Seed Financing**

*Seed financing led by Arboretum Ventures for bioelectronic medicine company focused on autoimmune diseases*

**MOUNTAIN VIEW, Calif.**— Boomerang Medical, Inc., a bioelectronic medicine company focused on autoimmune diseases, today announced the appointment of Heather Simonsen as President and Chief Executive Officer (CEO), effective immediately. Ms. Simonsen will also become a member of Boomerang Medical’s Board of Directors. With this appointment, Boomerang Medical outperforms 90% of Medical Technology companies with regards to women representation at the executive level.

Boomerang Medical’s seed round was led by Arboretum Ventures, a venture capital firm specializing in companies that improve patient outcomes and reduce healthcare system costs. Boomerang Medical is also a Company-In-Residence at Fogarty Innovation, a leading Silicon Valley incubator focused on visionary approaches that address unmet needs in the rapidly evolving medtech landscape.

“Arboretum Ventures is extremely pleased to lead the Seed Round for Boomerang Medical,” said Tom Shehab, M.D., Managing Partner of Arboretum Ventures. “One of our first priorities was to hire an outstanding CEO and we are thrilled that Heather Simonsen will be leading the team. Heather’s deep roots in the Med Device space along with her track record of building teams and executing against aggressive milestones make her exactly the leader we were looking for. I look forward to working closely with Heather, the Boomerang team and the entire team at Fogarty Innovation.”

Throughout her career, Ms. Simonsen has served in numerous executive leadership roles, most recently as the President of PQ Bypass, Inc., a medtech company acquired in 2021 in one of the highest valued vascular device exits in the past decade. Prior to that, she held senior leadership roles at both venture-funded medical technology startups, five of which were acquired, as well as Fortune 500 companies such as Abbott and Johnson & Johnson. She spent the early part of her career in hospital administration and management consulting with a specialty focus on risk management for healthcare organizations. Her record of effectively and

efficiently bringing multiple companies from start-up to liquidity, including the successful sale of PQ Bypass earlier this year, was a key factor in the Board of Directors' decision.

"I've built a career pursuing my passion for moving medical technologies from bench to bedside, thus expanding treatment options for patients with debilitating diseases, and I look forward to driving Boomerang Medical on that same path" Ms. Simonsen said. "We are on the cusp of an explosion in bioelectronic therapies and I look forward to the contribution Boomerang Medical will make in this space."

In addition to her operating roles, Simonsen was one of the founding board members for the Healthcare Businesswomen's Association (HBA) in San Francisco and also served on the HBA national Board of Directors. Currently, she serves on the Founders Board of Advisors for Stanford's StartX incubation program for entrepreneurial companies focused on changing the future of healthcare. She has an MBA from Chicago's DePaul Kellstadt School of Business and completed the Executive Program at the Tuck School of Business at Dartmouth.

#### **About Boomerang Medical**

Boomerang Medical is a medical technology startup company headquartered on the campus of El Camino Hospital in Mountain View, Calif. and is a Company-In-Residence at Fogarty Innovation. Boomerang is developing a technology to advance the treatment of autoimmune diseases by harnessing the body's own peripheral wiring in order to manage inflammation and immune response. For more information, visit [www.boomerangmedical.com](http://www.boomerangmedical.com)

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