

Jim Clifton

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New Venture Executive / Early Stage Technologist

Creative and adaptable leader with a proven ability to navigate rapidly changing market dynamics and priorities. A systems thinker with a knack for translating business goals into actionable outcomes, I excel under pressure while maintaining a positive and productive environment. My expertise lies in problem-solving and risk management, with a strong focus on driving innovation and delivering results.

Areas of Expertise

- Early-stage fundraising
- Digital transformation
- Deal structure, documentation
- Ideation to GTM
- SaaS Technology
- Team building
- Risk management and tolerance
- Governance and Compliance
- Process re-engineering

Accomplishments

- With no previous experience, work with interventional cardiologist/inventor to commercialize a novel approach to vascular access. Raised over \$17M, conducted first-in-man studies and was granted approval and released product for early cases in the EU. Radical technology that saves lives in the desperate diabetes space, company was ultimately sold to Merit Medical.
- Implemented a statewide technology process and investment fund managing over \$2M and putting to work over \$5M in 4 years. Standardized technology review, pitch and investment policies and procedures statewide.
- Pivoted career early after seeing the first Mosaic Browser and moved into a software company where I was product lead on the company's first internet-based offering, the company ultimately sold to Lotus/IBM.

Career Experience

AVAIL

2017 – November 2024

Chief Operating Officer

B2B SaaS company targeting the Architecture, Engineering, and Construction (AEC) markets. The company develops and sells a content management platform that addresses the pain associated with information management, retrieval, and collaboration. Hired in 2017 to work with CEO/Founder to scale the company from initial beta release to market growth.

Key Highlights: Responsible for Sales, Marketing, Customer Success, Human Resources, and Finance functions. Documented and closed seed round of \$1.5M. Implemented lightweight corporate governance (CARTA) and stakeholder management system. Defined and implemented the GTM and sales processes, closing 35 of the top 250 firms (2 of the top 4). Sales grew from \$0 to \$2M ARR. Defined and implemented contract renewal process - historic churn rate less than 4%. Total contract value greater than \$8M.

Bluegrass Vascular Technologies

2010 – 2017

Chief Executive Officer, Chief Operating Officer, Founder

Venture-backed company focused on addressing unmet clinical needs in vascular access. Developed technology from product concept to European regulatory approval and initial market launch. Raised necessary seed capital to support development and clinical study. Closed \$4.6M Series A (Targeted Technology Fund II) in May 2014, moved HQ to Texas, and hired a new CEO. Company sold to Merit Medical, 2023 (MMSI). Extremely efficient capital utilization using lean organization system.

Therix Medical

2009 – 2015

Chief Executive Officer

Recruited by the President of the University of Kentucky to start Therix Medical to act as the technology clearinghouse for the University focused on commercializing technology in the \$100B medical device industry.

Bridgepoint Medical

2005 – 2009

Chief Operating Officer

An ancillary health care service company providing care to patients with orthotic and prosthetic needs. Founded in 2004, the company grew from zero revenues to over \$3M with three practices (central Kentucky, Asheville, and Charlotte, NC). Sold to Ability O&P.

Recruited as COO to design and develop practice systems for healthcare roll-up strategy. Responsible for creating investment infrastructure to attract seed round and provide operational infrastructure to research, evaluate, and integrate prospective acquisitions. Played an instrumental role in defining a new service delivery system that would greatly retool the business.

Kentucky Science and Technology Corp

2001 – 2005

Executive Director

Entrepreneurial not-for-profit serving a wide range of entrepreneurial startup services ranging from seed grants to accelerator services and seed funding.

Recruited to take legislative outline/concept for technology assistance programs (Office for the New Economy) and create working programs in less than 6 months. Successfully defined and implemented three funding programs and a fully funded state-wide incubator program with 6 locations; this scale of endeavor did not exist in any other state. Hired and managed four direct and nine indirect employees with a combined annual budget of \$6.4M.

Education

- **Master of Business Administration, Accounting and Operations**
Vanderbilt University – Owen Graduate School of Management
- **Bachelor of Science, Commerce**
Washington and Lee University

Publication

[Society of Interventional Radiology Reporting Standards for Thoracic Central Vein Obstruction • Journal of Vascular and Interventional Radiology](#)