

# Press Release



## FOR IMMEDIATE RELEASE

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## SONIC CONCEPTS HIRES DR. EMILY J. WHITE AS CHIEF MEDICAL OFFICER/CHIEF OPERATIONS OFFICER TO PROPEL FOCUSED ULTRASOUND COMMERCIALIZATION

Bothell, Wash., April 17, 2025 – Sonic Concepts, Inc. hired DR. EMILY J. WHITE, a veteran in the field of focused ultrasound, to

serve as the Chief Medical Officer/Chief Operations Officer on January 7, 2025.

Prior to joining Sonic Concepts, Dr. White spent nearly a decade at the Focused Ultrasound Foundation as the Managing Director of Operations and FUS Partners where she led the team that supported the focused ultrasound industry's commercialization efforts and expanded their access to the MedTech capital markets, provided management consulting services as well as leading the Foundation's own venture philanthropy program. She was also the Editor in Chief of the annual State of the Field report publication.

*"Emily's addition to the team has been a huge win for Sonic Concepts,"* said KYLE MORRISON, President of Sonic Concepts. *"Her medical background is a great value add for the company. She also understands the venture-backed startup community priorities and constraints. Her existing relationships and trust she has built within the field with both researchers and companies alike help to advocate both internally and externally."*

*"I'm thrilled to join the team at Sonic concepts,"* said Dr. White. *"Kyle and his team are known around the world for their ability to design and build transducers that will change healthcare for the better. I've been working in focused ultrasound for a long time, and I've had a front row seat to see all the of the exceptional examples of how this technology can help patients around the world."* She continued, *"as the field evolves into a more commercial*

*sector, I'm excited to transition to a role where I can continue to help the field grow. I think Sonic Concepts is in a unique position to propel the field forward, not only with their design work, but also with their OEM capabilities. I want to be a part of that future. I want this exciting field to finally reach commercialization at scale, so patients have access to this technology in a transformative way."*

NEAL KASSELL, MD, Founder and Chairman of the Focused Ultrasound Foundation added, *"We've been predicting this commercialization inflection point for several years now. I think this is a great opportunity for Emily to continue her important work in the field of focused ultrasound. There is still much work to be done, but every step closer to widespread clinical adoption is something to be celebrated, regardless of where the people who are passionate about the technology work."*

Prior to working in the field of focused ultrasound, Dr. White was a private consultant working in operations and business development support in the healthcare and medical startup space. Her clients have included everything from a 4,000+ employee, publicly traded, health care company to a startup with two employees. Her background includes training in general surgery, a fellowship in surgical oncology, leadership positions in several highly technical startup companies with federal clients, nonprofit executive management and more than 25 years of grant writing experience. She completed her undergraduate degree in Biology & Anthropology at Smith College and holds certification for Community Conflict Resolution from Loyola Law School. She is also a University of Virginia School of Medicine graduate. She can be reached at [ewhite@sonicconcepts.com](mailto:ewhite@sonicconcepts.com).



## **ABOUT SONIC CONCEPTS, INC.**

Located in the Seattle area, Sonic Concepts is a pioneer in therapeutic focused ultrasound transducer development. With diverse expertise in engineering and electroacoustic techniques and material science, the technology team is globally recognized as the leading subject matter expert in designing and manufacturing ultrasound transducers and systems with complex requirements. With decades of experience, Sonic Concepts partners with its OEM customers to ensure innovative ultrasound products and systems are masterfully designed, manufactured, integrated, and delivered reducing development time, cost and risk – adding value by bringing the partners' projects to fruition quickly, safely and profitably.