



Management Biographies

Niv E. Caviar

President and Chief Executive Officer

Niv Caviar is Suneva Medical's President, CEO and a member of the Board of Directors. Prior to Suneva Medical, Mr. Caviar was Executive Vice President, Chief Business Officer and Chief Financial Officer of La Jolla Pharmaceutical Co (NASDAQ: LJPC). In this role, he was responsible for all commercial, business development, finance, IR and other G&A functions. Prior to La Jolla, Mr. Caviar served as Vice President and Head of Marketing for the medical dermatology business of Allergan, Inc. (NYSE: AGN). Brands under his responsibility included Tazorac® and Botox® for medical dermatology uses. He also served as the Vice President of Business Development where he was responsible for leading deals and transactions across all therapeutic areas. Mr. Caviar was the deal leader for Allergan's Global Neurology alliance with GSK in which GSK gained rights to Botox in Asia and Allergan co-promoted Imitrex® and Amerge® in the U.S.

Prior to Allergan, Mr. Caviar was Vice President of Business Development and Marketing at Immusol/ItherX and served as Director of Corporate Development at Affymetrix, Inc. (NASDAQ: AFFX). He was also a management consultant for the Pharmaceutical and Health Care Strategy practice of Accenture.

He is a former U.S. Air Force officer where he worked as a Solid Rocket Motor Engineer and Project Manager on both the Titan IV Rocket and the Space Shuttle Solid Rocket Programs. Mr. Caviar currently serves on the board of Kalologie, a privately held aesthetics and dermatology company.

Mr. Caviar received a B.S. in Mechanical Engineering from the U.S. Air Force Academy and an M.B.A. from Harvard Business School.

Karon J. Morell

Sr. Vice President, Regulatory and Quality Affairs

Karon J. Morell is Sr. Vice President, Regulatory and Quality Affairs at Suneva Medical. Ms. Morell has over twenty-five years experience in the engineering, regulatory and

quality assurance of medical device and manufacturing companies. Her experience includes all facets of the quality disciplines including setting up quality systems around the globe. Prior to joining Suneva Medical, Ms. Morell was Vice President of Regulatory and Quality Affairs at Artes Medical. Prior to joining Artes Medical, Ms. Morell served as Vice President, Quality Assurance and Regulatory Affairs at IsoTis OrthoBiologics, a company that specializes in the research, development and manufacturing of bone grafts. Prior to IsoTis, she served as Vice President, Quality and Regulatory Affairs at Medegen MMS, a company that specializes in Class I & II devices for intravascular solutions. Ms. Morell also held executive regulatory, quality and compliance positions at Nobel Biocare USA, Cardiac Science, Inc., and Newport Medical Instruments.

Ms. Morell holds a B.A. in Business Management from Southern California University.

Marcus C. Webb
Vice President of Manufacturing and Engineering

Marcus C. Webb has served as Vice President of Manufacturing and Engineering since joining Suneva Medical in June 2009. In this position, Mr. Webb is responsible for overseeing the manufacturing, engineering, facilities and environmental health and safety departments. He has over twenty two years experience in the engineering, pharmaceutical and biotechnology industries. Prior to joining Suneva Medical, Mr. Webb served as Sr. Director responsible for the engineering, facilities, validation and environmental health and safety departments for Pacira Pharmaceuticals. Previously, he served as Director, Technical Development for Biogen Idec. From 1996 to 2007, he filled various management positions of increasing responsibility in engineering, systems development, strategic projects and CMC program management at Biogen Idec. Prior to Biogen Idec, he worked as a Lead Engineer for Genzyme.

Mr. Webb received a B.S. in Chemical Engineering from the University of Kent at Canterbury, and an M.S. in Control Engineering from the University of Bradford, both in the UK. He is also a registered Chartered Engineer in the UK and registered European Engineer with FEANI.

Joseph Z. Rudman
Vice President, Sales

Joseph Z. Rudman has served as Vice President of Sales and Marketing since joining Suneva Medical in April 2009. In this position, Mr. Rudman is responsible for overseeing the marketing, sales and customer service departments. He has over eighteen years sales and marketing experience in the pharmaceutical and biotechnology industries. Prior to joining Suneva Medical, Mr. Rudman served as Sr.

Director, Business Development and Training in addition to Director, U.S. Sales for Artes Medical. Previously, he served as National Sales Director for La Jolla Pharmaceutical and Vice President of Business Development for Pathology Partners. From 1996 to 2004, he filled various management positions of increasing responsibility in marketing, national accounts and sales leadership at Biogen Idec. Prior to Biogen Idec, he worked as a District Business Manager for Zeneca Pharmaceuticals.

Mr. Rudman holds a B.A. in Economics from University of Massachusetts, Amherst.

Lisa Misell, Ph.D.

Director, Medical Affairs and Clinical Operations

Dr. Lisa Misell is Suneva Medical's Director of Medical Affairs and Clinical Operations. Most recently Dr. Misell was Allergan's Therapeutic Area Manager for BOTOX Neurology. In this role she led all clinical comparator studies and post-marketing studies including patient registries. She was also responsible for managing Allergan's investigator-initiated grant program. Prior to Allergan, Dr. Misell was a Senior Consultant in the Brand Management and Marketing Practice of Campbell Alliance, a Management Consultant Firm specializing in the Pharmaceutical and Biotechnology industry. Prior to working for Campbell she was the Vice President of Business Development and Director of Clinical Oncology Research at Kinemed. Dr. Misell has been the principal investigator on several research studies across a broad range of therapeutic areas including exercise physiology, prostate and breast cancer and male infertility as well as participating as a co-investigator on studies in insulin-resistance and dermatology. She has authored several peer reviewed journal articles and has also presented her work at numerous scientific conferences.

Dr. Misell completed her B.S. in Physiology and Neuroscience at the University of California, San Diego and earned her Ph.D. in Molecular and Metabolic Biochemistry at the University of California, Berkeley.