

DENISE HOLLIDAY

Medical Device, Regulatory
Compliance, and Risk Management
Expert



DHolliday@capwellconsulting.com

Office (412) 262-9191

Mobile (469) 268-1865

www.capwellconsulting.com

www.linkedin.com/in/denise-schuler-holliday

SUMMARY

Denise Holliday is a litigation and expert witness consultant for Capwell Consulting Group LLC. Ms. Holliday lends her expertise to her clients from her career spanning over 2 decades in the highly regulated field of medical device quality management systems, international regulatory compliance, quality assurance, and medical device risk management. As a medical device regulatory consultant for Capwell Consulting Group, she provides strategic litigation support to medical technology businesses, healthcare organizations, and startups. She conducts ISO 13485 Medical Device and ISO 9001 Quality Management certification audits, spearheads quality management system implementations, and manages regulatory assessments. She delivers expert testimony for medical device litigation, guiding attorneys and organizations through the complexities of the global medical device industry.

SUBJECT EXPERTISE

US FDA 21 CFR

MDSAP

Auditing

Verification and Validation

Clinical Evaluation and Trials

Post Market Surveillance

Quality Management Systems

ISO13485

ISO 14971

Health Canada SOR/98-282

EU MDD/ MDR

Risk Management Process

Design Development

Recalls and Reports

Training

Global Regulatory Analysis

Program Management

ISO 9001

PRODUCT EXPERTISE

Ophthalmology

Cardiology

Orthopedic

In-Vitro Diagnostics

Neurology

Non-Active Implants

General Surgical Equipment

Software

Spinal Implants

Ventilators

Gynecology/Obstetrics

Dental

Prosthetics

General Hospital

Sterilization Processes

REGULATORY AND COMPLIANCE EXPERTISE

483 and Warning Letter Issuance
Consent Decree Litigation
FDA Registration and Listing Matters
FDA Approval and Clearance Disputes

PROFESSIONAL EXPERIENCE

CONSULTANT

Capwell Consulting Group | Saint Augustine, FL | April 2024 – Present

Capwell Consulting Group is an expert witness and litigation consulting firm that offers nationwide litigation support services in the field of medical devices, regulatory compliance, medical quality assurance and risk management solutions. Ms. Holliday's responsibilities include strategic consulting in medical device manufacturing, compliance, litigation support and expert testimony within the regulatory compliance framework.

- Provides expert testimony and reporting for litigation involving medical device quality, manufacturing, auditing, and global regulatory analysis.
- Expert consultant within the international medical device, regulatory compliance, and risk management industries.
- Specializes in quality management systems, international regulatory compliance, risk management, and technical documentation for all classes of medical devices.
- Certified and experienced auditor adept at analyzing compliance with Food and Drug Administration (FDA) and global regulations, including interactions, licensing, certifications, submissions, and reporting.
- Consults on the development, implementation, management, and continual improvement of ISO 13485 Medical Device Quality Management Systems – Requirements for regulatory purposes.
- Consults on the development, implementation, management, and continual improvement of ISO 9001 Quality Management System (QMS) Standards.

PRESIDENT AND CEO

Schuler Medical Device, Inc. | Frisco, TX | April 2015 – Present

Schuler Medical Device is a consulting firm providing quality and regulatory expertise to medical device organizations across the globe.

- Conducts ISO 13485:2016 and ISO 9001:2015 certification audits.
- Performs internal, supplier, and Medical Device Single Audit Program (MDSAP) audits.
- Reviews and author technical article for Quality Progress magazine.
- Manages and direct quality and regulatory departments.
- Implements and maintains Quality Management Systems (QMS).
- Conducts comprehensive regulatory assessments for compliance.
- Performs Standards GAP Assessments to identify compliance and procedure failures.
- Manages 510(k) and Premarket Approval (PMA) regulatory submissions.
- Prepares EU MDR Medical Device Regulation technical file submissions.
- Handles registration, listing, and licensing for medical devices.
- Assists in design development for medical device prototypes.
- Provide recall and remediation support to ensure regulatory compliance

DIRECTOR OF QUALITY

Hound Labs, Inc. | Freemont, CA | August 2022 - September 2023

Hound Labs is a biotech company that developed the first breath testing solution to specifically target THC molecules, limiting cannabis detection to the workday.

- Responsible for developing, establishing, and maintaining quality systems needed for manufacturing and R&D operations.
- Led the implementation of advanced quality systems for product planning and manufacturing processes in a medical device-regulated environment.
- Ensured compliance of products and processes from development through post-market, maintaining adherence to regulatory standards.
- Developed, implemented, and managed the company's Background Screening Agency Accreditation Program (BSAAP) Accreditation Certification in accordance with industry standards.
- Managed quality assurance team in the establishment, implementation, and maintenance of a QMS in accordance with ISO 9001:2015 and ISO 13485:2016.

SENIOR QUALITY ENGINEER

Nypro Healthcare (Jabil) | Coppel, TX | August 2015 - January 2017

Nypro Healthcare, a Jabil company was a design and development center providing medical device companies with development and production services. Medical device products included implantable drug delivery devices, surgical ophthalmology devices, and their accessories.

- Project lead for design and development activities for Class I, II, and III medical devices and accessories such as Installation, Operational, and Performance Process Qualifications (IQ/OQ/PQ), sterilization, Design Verification and Validation, and clinical builds/studies.
- Prepared and implemented design and development documentation including risk and Failure Mode Effects Analysis (pFMEA, dFMEA), Preliminary Hazard Analysis (PHA), quality and validation plans, Design Input Output Matrix (DIOM), product specifications, supplier evaluation, Design History File (DHF), Device History Record (DHR).
- Engineering studies include statistical analysis, protocols and summary reports for qualifications and validation activities.
- Managed non-project related activities such as training program, complaint handling, Corrective and Preventive Action (CAPA), Non-Conforming Material Review (NCMR), and Management Review Board (MRB) responsibilities across multiple facilities.

SENIOR MANAGER OF QUALITY AND REGULATORY

Austco | Coppel, TX | May 2014 – August 2015

Austco provides healthcare communication services including nurse call systems, enterprise reporting, and analytical tools for caregivers and clinical staff.

- Established and managed QA and Regulatory departments, including personnel, systems, and functions for a small Australian manufacturer of Class II hospital communication systems that relocated to the US.
- Established, implemented, and managed entire QMS per FDA, ISO 13485, Canada and Medical Device Directive regulations (MDD), including complaints, post-market surveillance, returns, supplier and internal audits, corrective and preventive actions (CAPAs), non-conforming material, management reviews, documentation, validations, equipment and environmental controls, and labeling.
- Continuous implementation of global regulatory plans associated with changes to current product as dictated through the product development process (PDP).

DIRECTOR OF QUALITY AND REGULATORY

AutoMedx | Flower mound, TX | January 2011 – May 2014

AutoMedx is a veteran-owned automated ventilator manufacturer primarily for use by combat medics in field hospitals.

- Established and managed QA and Regulatory departments, including personnel and systems, for small manufacturer of Class II automated ventilation systems, accessories, and software in accordance with FDA, ISO 13485, Canada and MDD regulations.
- Prepared and compiled CE Technical File Submission, 510(k), and DHFs for design development projects, and achieved ISO 13485 and CE certification.
- Managed all FDA and regulatory audits, interactions, licensing, certifications, submissions, and reporting activities, including adverse events and vigilance.
- Ensured daily QA manufacturing requirements are met, including inspections (incoming, in-process and final), record approvals, and issuance.

SENIOR QUALITY ENGINEER

Avail Medical (Flextronics/FLEX Medical) | Dallas, TX | June 2008 – Dec 2010

Avail Medical, acquired and operated by Flextronics's medical device division Flex Medical, operated as a design and development center for all classes of medical device products. Medical device products included blood regulation devices, tourniquets, and wound care kits and accessories.

- Oversaw all design and development activities for Class I, II, and III medical devices such as IQ/OQ/PQ, sterilization, Design Verification and Validation, and clinical builds/studies.
- Prepared and implemented design and development documentation including risk/failure analysis (pFMEA, dFMEA and PHA), quality and validation plans, DIOM, product specifications, supplier evaluation, DHF, DHR, engineering studies including statistical analysis, and protocols and summary reports for qualifications and validation activities.

LICENSES AND CERTIFICATIONS

Regulatory Affairs Certification RAC-DEVICES 2021, Regulatory Affairs Professionals Society (RAPS)

BSI Group

ISO 13485:2016 Lead Auditor Certification 2018

ISO 9001:2015 Lead Auditor Certification

Certified Quality Auditor Certification 2010, American Society for Quality

Certified Quality Engineer Certification 2009, American Society for Quality

Six Sigma Green Belt

TEACHER AND EDUCATOR

University of North Texas – Department of Biomedical Engineering

Adjunct Professor, 2021 to Present

EDUCATION

Doctorate Regulatory Science - University of Southern California

Expected December 2027

Master of Science, Regulatory Science - The Johns Hopkins University

May 2025

Bachelor of Science, Chemical and Biomedical Engineering – University of California, Irvine 1998-2003

Minor: Biomedical Engineering - University of California, Irvine 1998 – 2003

ACCOLADES AND MEMBERSHIPS

Adjunct Professor - Educating on regulatory and quality standards and processes

Received Outstanding Professor Award

University of North Texas, 2024

American Society for Quality

(ASQ), member since 2009

Regulatory Affairs Professional Society

(RAPS), member since 2016

Expert Not Retained