

MedTech Wealth Advisor Podcast

Episode 15: Being Radically Different with MedTech Entrepreneur, Omar Khateeb

[00:00:00] **Voiceover:** Welcome to the MedTech Wealth Advisor Podcast, a show dedicated to teaching professionals and entrepreneurs in the MedTech field how to save more money, pay less taxes, and become financially independent. Join certified financial planner professional Matthew Nelson as he draws from years of experience and speaks with guest experts to solve the biggest challenge, aligning your money with your values while thriving in the mission-driven world of med tech.

[00:00:31] **Bill Tucker:** Hello and welcome to the MedTech Wealth Advisor podcast with your host Matt Nelson. Matt, good to be with you again. How are you?

[00:00:40] **Matthew Nelson:** Excellent. Doing, doing really well. Getting ready for spring here.

[00:00:43] **Bill Tucker:** Yeah, well, actually I've been ready for spring, since Christmas, so. Yes, I'm, I'm not a good gauge for this. Your guest, your guest today, however, doesn't have to worry about spraying because he lives in the land I think of as eternal springs.

[00:00:59] **Omar M. Khateeb:** Yeah, yeah. I'm paying, I'm paying for it out here though.

[00:01:02] **Bill Tucker:** I guess. You are. Yes you are.

[00:01:06] **Matthew Nelson:** That's right. Well, hey, bill, I wanted to have, I wanted to have this guest on today. His, his name's Omar and, um. I wanted to take, basically take a break from all the sort of personal finance discussions we've been having and, you know, taxes and investing and just all, all this stuff and, and, and really, you know, hear from an industry leader.

[00:01:28] **Matthew Nelson:** Um, this is something I've been planning to
[00:01:30] do for, for a while. a listeners of the show know we're, we're still

fresh into it. You know, we're, we're still in our first season, but, I, look, I can, I was introduced to you, to Omar through his podcast, little over a year ago. I, I kind of remember, I remember the day even.

[00:01:46] **Matthew Nelson:** I was like scrolling through my podcast, like, what can I listen to on med tech, fill the time, come across this, this, uh, podcast and literally kind of a light switched on for me. Um, this is a couple years ago, I guess now. and I thought. Wow, this industry is awesome. I, I really need to learn more about this.

[00:02:03] **Matthew Nelson:** And I, I literally, Omar will, I don't know if you knew this, but I, I actually switched the podcast to play oldest and newest. 'cause I'm like, I've gotta, I gotta listen to everything. So I got, I started off at the beginning for you, and, and I said to myself, yeah, yeah,

[00:02:16] **Omar M. Khateeb:** I, yeah, it was the best compliment you gave me.

[00:02:17] **Matthew Nelson:** I, I said to myself, I'm gonna have this guy on. Uh, a podcast someday. I didn't even have a podcast yet. I'm just like, look, I'm gonna have a podcast. I'm gonna have this guy on. He's gonna be the first guest. And here we are, first, first outside guest. So I'm super, super excited to have you on Omar.

[00:02:33] **Omar M. Khateeb:** Yeah, absolutely man.

[00:02:34] **Omar M. Khateeb:** Thank you for having me on. I'm very happy and, uh, super excited for you. I know when we first talked about, uh, you starting the podcast and everything, so it's great to see that, you're doing it, you're getting bill's help. Um, I've seen it, uh, online. It looks great. Sounds great. And so, congratulations and yeah.

[00:02:49] **Omar M. Khateeb:** Uh ha. Happy to be here.

[00:02:50] **Matthew Nelson:** Yeah, that's very good. Well just, um, you know, a little bit extra kind of, uh, intro. I, I, I wanted to give you some more accolades. Look, I you are, [00:03:00] we're gonna hear about your background a little bit, but it, I can tell, you know, just from the few short years you've, you've kind of pushed off in your podcast.

[00:03:07] **Matthew Nelson:** It's just gone to be a, a wildly successful. You're now up to something like 153 or 154 episodes. Out at least that are published. I

know you've, you've transitioned to an industry paid, you know, speaker, consultants, you know, just, it's, it's a pretty interesting story. So I want to get into that. And by the way, I think I picked up somewhere along the way, even pushing into, into the, uh.

[00:03:29] **Matthew Nelson:** The world of like blockchain and, and NFTs. So that's kind of a, kind of a funny man

[00:03:34] **Omar M. Khateeb:** that yeah, that was a, that's a blast from the past. But yes, I, I did, I did dabble in that area. I mean, I'm, I've been hoddle for, uh, since 2017 with crypto and Bitcoin, but yes. in a very funny way, like, uh, myself, the mad device rep industry's, uh, most notorious me maker and Henry Peck, who's VP of growth over at LSI, We officially launched the very first, NFT project in the med tech space might be the only one. Interesting. I think there's no, I think there's some other ones, but we, we launched the very, very first one. Yeah. So yeah.

[00:04:06] **Matthew Nelson:** Super interesting.

[00:04:06] **Omar M. Khateeb:** Back when they were, back when it was a thing.

[00:04:08] **Matthew Nelson:** Yeah. Right, right.

[00:04:11] **Matthew Nelson:** Well, so what I wanted to talk about today is really just, you know, some of the listeners of our show may, may also be listening to your podcast too, so they may have heard your background, but not, not everybody will have. And so, really just wanted to. Get a little bit of your origin story, um, you know, how you started out in the medical field, how you pivoted to, [00:04:30] you know, device sales, and then how basically now you're more of an industry influencer, and consultant.

[00:04:35] **Matthew Nelson:** And so, we'll get into that. But you know, as we go through the discussion, and I'm also really interested to hear about What your why is, like, why did you do this? Why, what, what are you trying to, to do in the industry? And uh, you know, the main point is like, you know, the crossover here, I think for our listeners is, look, you could be kind of grinding it out this industry that you love.

[00:04:57] **Matthew Nelson:** You love the influence it's having, but maybe it's just not the best career fit. Mm-Hmm. So there's a lot of other paths besides just kind of funneling down to sales or an executive role. And so I wanna hear a little bit about that too. So as we go through the conversation, we'll get into that.

[00:05:13] **Matthew Nelson:** But, you know, why don't we just start off with a little bit of your background. yeah. Tell, tell us your origin story.

[00:05:18] **Omar M. Khateeb:** Yeah, no origin story. so I am a first generation American. Uh, my dad is a surgeon. He, he's, from Iraq, from Baghdad, and my mom is Turkish, from Istan, which she was a, uh, anatomy professor.

[00:05:31] **Omar M. Khateeb:** So I was born and raised in the, uh, border town of El Paso, Texas. A remarkable, uh, city. The people are amazing. Um, I'm very, very proud, uh, uh, about the city that I'm from. You know, a lot of people say that, but like, I, I genuinely am. I had a really great childhood growing up. Two wonderful parents, a wonderful sister, and then I found my way to university.

[00:05:52] **Omar M. Khateeb:** I went to the University of Texas, El Paso. Studied biology and chemistry. Honored in both of them, and, like most people, I was a pre-med. [00:06:00] Everybody's pre-med at some point in college. Everybody, not everybody follow through with it. So I actually followed through with it and I went to medical school.

[00:06:06] **Omar M. Khateeb:** Uh, I went to medical school at Texas Tech University on a full academic scholarship. But a couple years in, I realized it was just not for me. It wasn't working out. Um, and I decided to leave. And that was around 20 11, 20 12. And that's where I did, uh, door to door sales, working for a collection agency. Technology company called transworld, but essentially I was doing door-to-door sales. And then, uh, landed my first gig at, uh, the world's first robotics spine company. And, uh, you know, if I can make a quick, like, comment on that, at the time I was dealing with a lot of recruiters and they all told me the same thing, which is like, you know, you don't really have any experience.

[00:06:45] **Omar M. Khateeb:** Even though I just came outta medical school, right? Like, you know, you don't have any experience and you know, you're probably gonna have to start off like at a small distributorship or selling disposable or something. No offense to people who do that. but I just didn't believe that. And lo and behold, I not only landed a job in med device, but I landed it at the top of the heap.

[00:07:04] **Omar M. Khateeb:** So, you know, surgical robotics is really hard to get into now. It was even more difficult back then. 'cause back then. You had like maybe two or three companies in the entire world who did surgical robotics. So,

[00:07:15] **Matthew Nelson:** and, and about what time was this roughly? Just for

[00:07:17] **Omar M. Khateeb:** 2012. 2012. 2012, okay. Yeah. Yeah. So, so I, uh, I joined, I was a sales rep for a year and a half.

[00:07:23] **Omar M. Khateeb:** Then I went to marketing. I really focused on commercial marketing, which is, in my opinion, the kind of marketing that [00:07:30] makes money. Sure. You know, so too much marketing in our industry is product management, which is very important. Yeah. Um, but, you know, marketing in my, in my mind is when you're able to mold a market and uncover hidden desires of that market and channel it.

[00:07:46] **Omar M. Khateeb:** Towards making money, you know? Mm-Hmm. And so that's what I really focused on. My specialty is really early adopters. And so from there, you know, I worked at a variety of other companies, ai, robotics, uh, even software, mainly with the theme of like new emerging technology that's really expensive and, uh, doesn't even have a market yet, right?

[00:08:04] **Omar M. Khateeb:** So really tough stuff. And, uh, so I did that for a little over a decade. And then, uh, this is kind of, sort of, I guess the end of my like intro here is. In 20, at the end of 2021, I left, I left, I was at a software company and I left and I was, uh, coming back to med device. So at that point I, you know, my stock was pretty hot.

[00:08:25] **Omar M. Khateeb:** I was actually the very first, person in our, in the whole industry. I. To do growth marketing. So I introduced that as a, as a thing, you know, back when nobody even knew what it was. so I was the first head of growth in our industry. first one to launch a podcast at a company, first one to, you know, a lot of things.

[00:08:40] **Omar M. Khateeb:** You know, I was very, I was a huge speaker and writer about persuasion and music, social media and stuff. So, coming back, I had a lot of great offers. I felt nothing, and I just couldn't get excited even though the money was great. Equity, even, there's even one, um. Publicly traded company that I was talking with about potentially being their new VP of [00:09:00] marketing.

[00:09:00] **Omar M. Khateeb:** So like it's a good stroke of the ego, but I just didn't feel excited and I didn't feel, you know, I just felt nothing. And my intuition just kind of like was, you know, I'm a big believer in intuition and so it

just kind of told me like just, yeah, don't do any of this. And I think it was, November. I was talking to a friend of mine, uh, pj.

[00:09:24] **Omar M. Khateeb:** Uh, so big shout out to pj, who's a, a med tech founder. He exited company. He's like, Hey, man. He's like, you know, you've been going hard for years now. You, you haven't even taken a break. Like it's just one thing after another. He is like, why don't you take a break for like six months or something and just consult?

[00:09:37] **Omar M. Khateeb:** And I was like, yeah, yeah. Like, yeah, I'll consult. And I was like, but wait, if I do that. That means I'll have a business. And I've never marketed myself, I've never gone hard at that because, you know, being at companies, you have to be careful with that. You don't want to eclipse your, the company you're at.

[00:09:50] **Omar M. Khateeb:** and unfortunately for me, because I'm pretty outspoken and I write and I make videos and everything, that's pretty easy for me to do at certain companies. Some companies loved it. Big shout out to Joe Urban and, uh, Acura Medical, uh, which was formerly Petro who really supported that and really like.

[00:10:07] **Omar M. Khateeb:** And there's, you know, some, another company, which I won't mention, where the people were pretty petty. And, uh, anything I did would seem to be wrong. But anyways, so I, I gave that some thought and I went to my wife and I was talking to her about it. She's like, yeah, you should do it. You should be an entrepreneur.

[00:10:22] **Omar M. Khateeb:** And I was really worried because, you know, this is the money show. So I know you said we're gonna take a break from it. We'll talk, we're gonna talk about money on this, on this episode though.

[00:10:30] Sure. I didn't have like much savings, you know? Yeah. Um, I had like, uh, you know, some, some investments and everything, but not like a savings account that had like, you know, six month windfall under it.

[00:10:40] **Omar M. Khateeb:** Mm-Hmm. And so, and my wife was pregnant and she was just like, no, look. Like we'll be fine. Just, just do it. So the month of December was literally, okay, I'm an entrepreneur. How am I gonna make money? How am I like, you know, my wife's pregnant, like. I don't have health insurance now. Like what do, where do I get health insurance if I don't work for somebody?

[00:10:57] **Omar M. Khateeb:** Right? So that was for the first month. And the, the thing that I tell people when it comes to making money, I think, you know, I heard this from, uh, various people, but to get to your first million is more, uh, you know, you have to have a good product and service and everything, but it's really more mindset than anything.

[00:11:16] **Omar M. Khateeb:** So, I launched my company with a course that taught, you know, which is still available. So if somebody, if anybody's interested, you can go to kati and co.com and look at the webinars. You can watch a webinar on it, or just, if you wanna just join the course right away. It's called, uh, digital medical sales.com.

[00:11:31] **Omar M. Khateeb:** Matt, you, you went through it, um, and you're, you've been crushing it on a line, you know, so like, it's not just from med reps, the CEOs, right? Um, founders go through it all the time. So that was like the first year. of my company was launching that course teaching people how to sell, using social media, how to drive product adoption.

[00:11:48] **Omar M. Khateeb:** and I think the big thing that happened, 'cause I, I've started a company in the past, what was different this time was a, I had a baby on the way, but BI burned the boat. Like I [00:12:00] burn, literally burned the boats. Like when I, when I, when I went on it, it wasn't like, Hey, you know, let me try this for six months and see.

[00:12:06] **Omar M. Khateeb:** It was a one-way street and I was like, this is it. I cannot go back. Yeah. And I, and I, and I kind of did it in a way that almost made me unemployable, like, you know, in a sense of like how much I marketed myself, how much I, I went, so, you know, it was, it was a one-way street. And so when, when that happens.

[00:12:25] **Omar M. Khateeb:** You'll, you'll figure it out. And so yeah, I'll kind of round out here and, and, go, come back to you. But you know what my company is now is, you know, it's two part, the, the podcast is a flywheel where I have, a variety of people on the show. I'd love to have you on the show, by the way, 'cause you know, there's not enough talk about like, I.

[00:12:41] **Omar M. Khateeb:** Finances and money. Sure. Um, you know, the podcast is a flywheel to have investors on the show, early stage entrepreneurs, even physicians, for me to give back to the, med tech community because I wanna make this industry great again. I'm sick and tired of seeing people, go talented people leave and either graduate college or just decide to go into big tech or software or something.

[00:13:01] **Omar M. Khateeb:** But like, you know, we create lifesaving technology, not like social media apps. Right. That's the podcast. And then my company, my company has one mission, which is to change how we sell and market in this industry. Um, we do that in a variety of ways. We work with startups to help them raise awareness with investors and raise money.

[00:13:17] **Omar M. Khateeb:** And then the other side of it is we help companies commercialize their products. So, companies like Moon Surgical for example, as client, um, they don't have a Salesforce and so they engage my company to deploy social media and digital [00:13:30] strategies. To go outbound and, and market and sell their product to early adopters and get them to adopt it and, you know, create a category for them.

[00:13:39] **Omar M. Khateeb:** Yeah. So that's, that's

[00:13:39] **Omar M. Khateeb:** essentially what I do now.

[00:13:41] **Matthew Nelson:** that's fantastic. I, there's so many things I wanna unpack in there, that, you know, one, if, if you, looking back, what do you think it is that, Got to this point where you seem to want take a lot of risks. You, you seem to wanna do a lot of firsts.

[00:13:54] **Matthew Nelson:** You, you mentioned being a first in a lot of areas. Oh yeah. Is that as a father influence or,

[00:13:58] **Omar M. Khateeb:** I think, yeah, I guess I don't look at it as risk, although a lot of it is very risky. I think part of it is I don't like competing. I'm very competitive. I, I'm, I'm pretty aggressive, but I feel like if I'm doing something almost like somebody else, like it is just a loser losers game.

[00:14:17] **Omar M. Khateeb:** Um, I have a great book, so I'm, as you know, I'm in my library, so I have record my books, Peter Thiel, who, and here comes my lovely wife with coffee. Uh, it's amazing. Thank you. It's the best. so like Peter Thiel for example, who, you know, part of the PayPal Mafia, and I think he knows the thing to do. He says it best.

[00:14:34] **Omar M. Khateeb:** He's like, you know, competition's for losers, right? And so my thing is like, if you look at, and it's more of a blue ocean strategy. If you look at the founda, if you look at those pyramids, right? I, I'm really, inspired by the pyramids in, in Egypt. That base of that pyramid is, is foundational. It's not moving anywhere.

[00:14:53] **Omar M. Khateeb:** So it's the foundation of business. The foundation of any business is attention. If you can't get attention, you [00:15:00] cannot persuade. If you can't persuade, so true, you can't sell and you can't make money. Period.

[00:15:03] **Matthew Nelson:** So true.

[00:15:04] **Omar M. Khateeb:** Right? And so when it comes to getting attention, you can compete in a pool of other people doing similar things and you just try and do better, faster, crazier, more wild, right?

[00:15:15] **Omar M. Khateeb:** Or you go over here where nobody is and you do things your own way, and then you're able to garner a lot more attention. So even my podcast, yes, there are other podcasts. There's no podcast that's like mine at all. Absolutely. There's, there's like medical sales podcasts. There's like. you know, invest MedTech Investor Pro.

[00:15:35] **Omar M. Khateeb:** There's no podcast like mine, you know?

[00:15:37] **Matthew Nelson:** Yep. I, I can attest to that. By the way, not to interrupt you too much there, but I probably, I probably saved and downloaded as many podcasts that say med device in them as, as are out there, and I, I literally listened to, I listened to dozens of them. And I'm not just trying to pimp you 'cause it's on, you're on the show right now, but I, no, no, no.

[00:15:57] **Matthew Nelson:** Please, by all means do. So. I listen to so many and thought, eh, I mean, it's okay, but you know, I can just crank through Omar, although, you know, I gotta put you on like speed and a half or two so I can just crank through it. But I, I just learned

[00:16:10] **Omar M. Khateeb:** that's a pretty long man.

[00:16:12] **Matthew Nelson:** I learned so much more from it. And, and it's, it's just, it's just fun to hear you go kind of a, a far, far ranging, topics and so forth. So that, that's

[00:16:20] **Omar M. Khateeb:** absolutely and super interesting and just, I want to give a shout out. what's his name? Z Sheik. Zan shake. So, so I have a, a, a French Zan [00:16:30] shake. Him and his brother really successful entrepreneurs in the crypto world. and he said something many years ago, or two years ago, actually in the mastermind that I'm in, and he said that the thing that'll get you to the next level tomorrow isn't the thing that you're doing today.

[00:16:44] **Omar M. Khateeb:** Like, you can't do what you did yesterday, just better and harder. Like you have to do radically different things. So every year my theme is like, what am I gonna do this year that's radically different from last year? And that's kind of why, you know, I survived my first year in business the second year, even though I changed so much of the business model.

[00:17:01] **Omar M. Khateeb:** Like it, you know, my revenue improved and everything. and so that's a big theme for me, you know, which is every year, what's the, what's the thing? And so like, as an example, like with the podcast. I, I try and look for themes. So like, big, you know, not just bigger guests, but like, what are, what are things that nobody's talking about?

[00:17:18] **Omar M. Khateeb:** So like, one of the themes of my show, um, or, or series is exits. So it's like when, when we hear about these big exits, like, it's like, oh, like, uh, x, y, Z company sold for \$500 million or a billion. It's like, oh, that's great. But nobody really talks about. How did you engineer that? Like sure. What, like what were the negotiations like?

[00:17:35] **Omar M. Khateeb:** It's always in like, you know, like over a dinner or something. You hear like the war stories. So I was like, I'm gonna get those stories. So, you know, I've had some pretty amazing exits. Most recently, um, I had Mark McKenna, who was the CEO of Prometheus biotech company. They exited for \$10.7 billion. So like hearing that how he was, you know, him, him and Es were fighting against Pfizer and what did they do to raise money and how did they leverage [00:18:00] that?

[00:18:00] **Omar M. Khateeb:** What did they do in the markets, right.

[00:18:01] **Matthew Nelson:** that's fantastic.

[00:18:02] **Omar M. Khateeb:** It's always about doing something different. So long, long answer. But that's why I like to do things that are different and riskier.

[00:18:08] **Matthew Nelson:** Love it. Love it. You know? That's fantastic. And by doing that, you know, you just, you just touched on something that's so valuable because, you know, it's, business can be lonely and, you know, the success at the top is Oh yeah.

[00:18:20] **Matthew Nelson:** Is difficult. Right. And so, you know, I think about, About founders that, that are like trying, they get this great idea and they're trying to, they're trying to launch the next, you know, you know, not

even next unicorn. They just wanna like, launch a company with some lifesaving device. Right. it's hard to find information about it.

[00:18:36] **Matthew Nelson:** And so just having a, having someone like you to bring those war stories together and, and help them understand what they're going through and kind of get, you know, some positive energy from it, that's. That's a far reaching influence you have on the industry, as a whole.

[00:18:51] **Omar M. Khateeb:** And I'm gonna tell, I'll tell you something, to motivate you more, I mean, to really, I mean, you're sticking to your podcast and now, like you're, you've been so public.

[00:18:58] **Omar M. Khateeb:** Some people start a podcast and they're not public about it, so they let it die. You're public about it, so you have to stick to it. Sure. Something I, I, I don't hope it happens, but just based on statistics, it, it can happen. For me on my show, it, it happened first with my mentor, but you know, he, he had passed and I had a recording of him and I published it, but like a couple weeks ago, um, there's a, you know, I, I won't mention 'cause I dunno how public it is yet, but there is a, a really well-known well-respected CEO came on my show over a year ago.

[00:19:26] **Omar M. Khateeb:** we had like an hour and a half, two hour, uh, episode. And, you [00:19:30] know, then I found out he had to step down for personal reasons. You know, I didn't really know what was going on. And I get a message a couple weeks ago from his wife on Instagram saying, she's like, oh, I, I watched the, the episode of, of you guys and, you know, you're so, you're both like stars and I love it.

[00:19:45] **Omar M. Khateeb:** And, and she's like, I just wanted to reach out and let you know. Like, we lost him. He passed away a couple weeks ago. Wow. And so, you know, this, this guy's got kids and right now on the internet. There's one thing that exists of this, of somebody's father, somebody's husband, somebody's son in long form talking, you know?

[00:20:07] **Omar M. Khateeb:** And I just feel so gr uh, grateful, and honored that like I. I was able to capture that for, for his family and friends, you know?

[00:20:14] **Matthew Nelson:** Absolutely. You're a historian. You, it, it becomes a historian in that way. Yeah, totally. That, that's, that's super great. I love it. I, I could go on this kind of, this part of it for a while, but it just for for time, I know you've got a, a super busy schedule.

[00:20:28] **Matthew Nelson:** I, I wanted to ask you a little bit more about you. you know, you mentioned some of the things you're doing in your business, but let's just talk a little bit more about it. So you've got this flywheel, this podcast flywheel, which, 150 some odd episodes. I mean, that's, that's a grind, man. That's that just sticking to it and pushing it, and

[00:20:44] **Omar M. Khateeb:** almost three times a week, man.

[00:20:45] **Omar M. Khateeb:** Yeah.

[00:20:45] **Matthew Nelson:** It's, it's amazing. Yeah. Yeah. That's fantastic. And so, that has led to a lot of, uh, you know, industry consulting and coaching. Um, you mentioned a couple of those things, but, when you do that, is it, are you mostly being sought out for. [00:21:00] Social media influence? Or is it sales training? What, what's your kind of niche there?

[00:21:05] **Omar M. Khateeb:** Yeah. I guess my niche is, is really persuasion using social media, so, okay. You know, on some sides, you know, so I'm gonna, like most things, I'm not, I'm, as you can tell, I'm brevity isn't my thing. I'm trying, you know, when it, when it's persuasion, brevity is my thing, but when it comes to talking, you know?

[00:21:22] **Omar M. Khateeb:** Mm-Hmm. So, It takes many forms. It could be my course, it could be a sales training where like a team goes through my course, maybe I coach them. Um, it could be like in the, the highest level of my business, or highest, highest ticket thing is, you know, a company comes to and says, we need your help because we need to sell and have a go to market strategy and we need somebody to execute it.

[00:21:43] **Omar M. Khateeb:** Right? And so last year, when it comes to my mission. Change how we sell market in the industry, but also my personal mission, which is like, I didn't start a business to replace my job, you know, and make the same amount of money. I'm, I started a business to achieve financial freedom and do whatever I want whenever I want, you know?

[00:22:02] **Omar M. Khateeb:** there's a window that I'm trying to break, right, of, you know, revenue of, you know, the mission, everything. So those offers I told you about, those are all like little pebbles and something I tell entrepreneurs. If you're looking at a problem you're trying to solve, it's a window. Are the things you're throwing pebbles?

[00:22:19] **Omar M. Khateeb:** Are they bricks? so my first couple years of business, a lot of things I was doing based on impact and revenue were like pebbles. Like, ah, you know, like, I'll coach you [00:22:30] take my course and everything. Sure, good revenue, but you know, I wanna scale it. So I looked at it and I was like, all right, these are all pebbles.

[00:22:37] **Omar M. Khateeb:** What's a brick? And the brick is. A company hires my company and we do all of it. Literally, like we, we do, uh, outbound, outbound sales and automation. We do demand generation where we work with the team on content. Right. And we lay like, kind of like those pyramids in, in Egypt. We help lay a solid foundation for success.

[00:22:57] **Omar M. Khateeb:** Sure. You know,

[00:22:58] **Matthew Nelson:** that's, that's fantastic. You had, I I, I've heard you talk about in earlier episodes how social media, and especially, let's just say LinkedIn was kind of a. it was vague. A a vague concept, you know, um, providers, let's just say an ortho surgeon was like, why do I wanna be on LinkedIn and influence?

[00:23:16] **Matthew Nelson:** And you, you've, I, I think you've been in influential in changing that. how much adoption are you, are you seeing personally? And I, I just quick interject from my. Point of view outside the industry. I'm amazed as I start to connect with some of the providers how, you know, you've got surgeons putting out, content almost daily.

[00:23:33] **Matthew Nelson:** Oh yeah. Or at least weekly.

[00:23:35] **Omar M. Khateeb:** Yeah, yeah. No, it's, it's a lot. It's a lot. And there's a reason for that, psychologically. So one, it's, you know, patients are looking them up, so they have to have a presence and everything. But you know, the unfortunate thing is that in medicine, unlike 10, 20 years ago, more than 50% of physicians now are employees.

[00:23:52] **Omar M. Khateeb:** If you're an employee, you always want to have the opportunity to, get new jobs and everything. And most physicians are realize, I'm not gonna make my money and retire [00:24:00] just on my day job. So now they're looking for opportunities to consult with stars and everything. And so all the platforms, LinkedIn is the most academic, the most professional.

[00:24:08] **Omar M. Khateeb:** Um, you know, with the verification that Microsoft, Microsoft owns LinkedIn. So now they're making people to use their

real IDs or passwords to verify their profiles. They're deleting fake pro. So for all those reasons, they're on LinkedIn and not everybody, not every physician. Is in a position academically or even financially where they can go and be on podium at a conference, but they still have things to say.

[00:24:31] **Omar M. Khateeb:** So LinkedIn has become this outlet for a lot of private physicians to share, Hey, here's how I'm using this technology, this tool. And then they're getting like crowdsource knowledge from their peers, you know? And so there's a lot and, and last year for six months, I tracked those numbers. Across, 20 different specialties.

[00:24:48] **Omar M. Khateeb:** And the, the line graph for that in terms of adoption. And when I say adoption, I mean how many profiles are on LinkedIn and how many of them have posted in the last 30 days, which by the way, is public on LinkedIn. You can, you can search for this. it's just going up into the ripe, you know? Wow.

[00:25:01] **Omar M. Khateeb:** So it's, so, it's so, it's increasing. Yeah. And you know, in a world where access has gone away, and we've known this in this industry, it's more difficult to get in the hospital. You're competing with more things, et cetera, Social media and using digital channels, even email, right, is the key to win.

[00:25:17] **Omar M. Khateeb:** Johnson Johnson did a study, I don't know in the eighties, that essentially in sales, like to sell somebody, you have to have seven touchpoint. Well, you can get those seven touchpoints accomplished within a period of a, you know, two or three [00:25:30] weeks without leaving your home. And so again, like if you, you know, when it comes to business, right?

[00:25:35] **Omar M. Khateeb:** I think it's very important and, and I'm. I'm, I'm not there yet. I, I'm, I'm getting better about it. I'm not a pro, but like every business, operator needs to learn how to read a balance sheet, right? And so part of that is that not only is it more effective, but it keeps your operating expenses low because like travel and, uh, expenses add up with a sales team when they're driving everywhere, they're staying in hotels and everything. And like Right. What, like a one hour meeting in an office that may not happen.

[00:26:02] **Matthew Nelson:** Still not touching as many people as they could with the Right, yeah. Right. Industry influence.

[00:26:06] **Matthew Nelson:** Yeah. It's amazing. I love it. Yeah. And that, I mean, it, it obviously explains, it's, it's a lot of, you know, forces coming together to explain why your. Kind of the timing of you starting the business and the social media trends. It just all kind of converged and yeah, it's, it's been great. I, I love it. what will, with your, your experience now, just in the industry in general, but especially with the podcast and being, uh, exposed to just all these different industry leaders and minds and career paths and so forth, if you're talking to an audience of, Like our listeners, people in the industry, do you have any just advice on career paths in, in med tech? Maybe. Maybe how to enter, directions you could go.

[00:26:46] **Omar M. Khateeb:** Oh yeah, I definitely have some advice. This is, this is dual advice for both like a career and for entrepreneurship. look for the most. Expensive and complicated, complicated problems to solve.

[00:26:57] **Omar M. Khateeb:** If you wanna make more money, if you wanna have [00:27:00] like a great career, do that. So like when I had a career, I focused on really expensive medical technology, first of its kind like robotics, ai, like that's really, really hard. Sure. That's super hard. And then I, I focused more, even more so, and I don't believe in this too, too much, but that even more so, I'm like, okay, in the world of medicine.

[00:27:21] **Omar M. Khateeb:** Which specialties are the ones that bring in the most money for the hospital? So at the very top of the heap, no offense to the other specialties, you have, uh, spine surgeons, you have cardiothoracic surgeons. Interventional cardiologists, right? So there's like a list of five or six of 'em, right? And so if you focus on, I.

[00:27:37] **Omar M. Khateeb:** Solving the problem of the most expensive technology that's new and complicated and, and, and hard to sell and market and everything. And you're doing that to the most sought after people. Mm-Hmm. You'll make a great career. And that's essentially, that's essentially what I did, in my career. And then that's pretty much what I did for, uh, my business.

[00:27:55] **Omar M. Khateeb:** So for my business, I think it was, uh, you know, last year after my, so my first year as you know, 98. Uh, 95% of my, of my, uh, revenue came from the course. Okay, sure. And so I did great that year. But selling a course is like a B2C product, a business to consumer product. So like you have to run ads.

[00:28:14] **Omar M. Khateeb:** It's, it's hard to sustain a business if you're selling a niche course. Right. So I had to change. And so then in last year, you

know, last year I was like, I need to solve more expensive problems. So I started solving more expensive and, bigger problems. And then towards the end of last year, I [00:28:30] was like, great.

[00:28:30] **Omar M. Khateeb:** But I felt like I launched like, I know like 10 different products and services last year. It's really exhausting, right? Yeah. Right. And so the theme before I started this year, I was like, okay, what's the most expensive, difficult problem I can solve? And it, it kind of boils down to two, two things. fundraising and commercializing a product like that.

[00:28:52] **Omar M. Khateeb:** That's it, and then doing it as a white glove series service where I'm like, Hey, I'll do, we'll, we'll, we'll do all of these things for you and take care of it, That's my advice to people.

[00:29:02] **Matthew Nelson:** That's interesting. It it, it's akin to go towards hard things. Go Yeah, go

[00:29:06] **Omar M. Khateeb:** Right. I feel like in life, if you, if you're, if you, if you change your mindset and you get, you find a way to attract yourself to doing really hard, difficult things, I think your life will turn out okay.

[00:29:16] **Matthew Nelson:** Yeah. I love it. Yeah.

[00:29:16] **Omar M. Khateeb:** Like, I don't think anybody who does hard things is like unsuccessful. If you think of like the most disciplined people out there.

[00:29:23] **Matthew Nelson:** Right. Well, back to your analogy of throwing. What can you do that's like throwing a brick versus throwing a bunch of pebbles? I mean, it's, it's much harder, you know, doing that.

[00:29:31] **Matthew Nelson:** But as you find that complicated, hard to solve problem, and you become more and more niched at it, you obviously just get known better. Now it feels risky, probably because you're thinking. Geez, now I gotta like not pay attention to my course. And I, you know, this revenue here and I've got, I still got a mortgage to pay.

[00:29:51] **Matthew Nelson:** And, and yet if you just niche down, like, like you're doing, you become a sought after expert for maybe one thing. Like it, it might just be [00:30:00] one thing that you, that Omar's known for be.

[00:30:02] **Omar M. Khateeb:** That's exactly correct, and that's, that I think is the staple and the foundation of business, which goes back to attention, which is, you know, what are you known for?

[00:30:10] **Omar M. Khateeb:** What are, what are you the one of, one of, so that the day that somebody has a problem. You know, when somebody has, has the problem that I just described, there's no, like, I've never sent in my entire career and you know, it's three years long now, but like, I've never sent a competing quote or, you know, been compared to somebody.

[00:30:29] **Omar M. Khateeb:** It's just like, we have X, Y, Z problem. Like, hey, we, we don't have a Salesforce or a Salesforce isn't doing well. We need to use digital. We don't know how. Who do we call? Right? Yeah, we gonna call KA and co and old market team. Love it. Like that's, I love, it's, that's, that's the goal, I think.

[00:30:43] **Omar M. Khateeb:** And I, and this is why I'm, I'm very excited for you because, you know, granted there's a lot of like wealth management companies and advisor and everything. I don't know anyone who's focused on med tech execs. And so when you, when you were, you know, focusing on it, I was like, man, that's free money on the table.

[00:30:59] **Omar M. Khateeb:** It's a great idea. Yeah.

[00:31:01] **Matthew Nelson:** I love it. I mean, it's, it, it's exactly that, that idea of, well, you mentioned earlier about why you wanted to be in the business and change it, change the industry and it's really what attracted me to it. How, how can I serve people that, are doing something I believe in that feels like it's actually changed the world for the better.

[00:31:19] **Matthew Nelson:** And then I just get to take problems off their hands, which I think are hard and complex to solve. And I get really good at that one thing, which, which, granted I could do that for other industries. I. But the fact [00:31:30] that I feel some passion behind what the clients we're serving is doing just makes my job a lot, a lot more enjoyable, frankly.

[00:31:38] **Omar M. Khateeb:** Yeah. And I think it's smarter too, because like, even though like, somebody who's not at all like working with med tech, execs, could they come in and do like wealth management? Of course they can. Sure. But the way people are is like, they kind of want to deal with somebody who knows them. Right. And I think that's, that's, that's a smart thing.

[00:31:55] **Omar M. Khateeb:** And just like, just a small, like, uh, note just for the audience, from a couple years ago, a a wealth management, uh, advisor that I, that I used, and my, one of my best friends who's made let's just say, a lot of money.

[00:32:08] **Omar M. Khateeb:** Mm-Hmm. Like hundreds of millions of dollars at this point. You know, he, he, we, when I, when I, I talked to him, I was like, Hey man, I was like. I need like, making make money advice from you. Mm-Hmm. Okay. Like, I can't keep like, 'cause he would invite me on trips and stuff. I was like, we can't, it can't be one way.

[00:32:23] **Omar M. Khateeb:** Like, I need a I and this is back before I started business and everything. Sure. And he's like, yeah. He is like, why don't you tell me what you do in a sentence? So I like, I was like, okay, so I did it. He's like, great. He's like nowhere in there. Did you say the word investor? He's like. You can't do this on your own.

[00:32:38] **Omar M. Khateeb:** Like, you know, you can invest a little bit in the stock market and into start. I was like, you're not gonna build wealth that way. You need somebody who knows what they're doing and who's gonna manage this for you. And so I, it's the same advice I give to my friends. Like some of my, you know, I have one or two friends who, who are obsessed with this.

[00:32:53] **Omar M. Khateeb:** They love do it. I'm like, they should do it on their own. Yeah. Everybody else, they're not interested. I'm like. Get like
[00:33:00] work with an expert. It's like, it's like accounting. It's like, could I, am I smart enough to sit down and learn how to do my books and do accounting? Yeah, sure. It's a huge waste of my time.

[00:33:09] **Omar M. Khateeb:** I'm never gonna do it as well as my accountant, and so I'm better off paying a little bit of money farming that out.

[00:33:15] **Matthew Nelson:** So you can get to your one thing, stick to your one thing that you're gonna make money.

[00:33:19] **Omar M. Khateeb:** That's, that's exactly right. And it's like, it's like, you know, this, this concept of doing things on your own to save money is just such a dumb thing.

[00:33:26] **Omar M. Khateeb:** Yeah. Because every day you have, like, you have like a battery, right. And every day that battery gets drained. Mm-Hmm. You know, you don't have infinite energy. Okay. Right. And so. You don't, you

shouldn't. Like, you know, like there's some, some people I know that they're like, oh, I don't wanna pay a hundred bucks a month, for, you know, for a pool guy or something, or yard, yard.

[00:33:47] **Omar M. Khateeb:** Man, I, I do it myself. I'm like, yeah, but like, you know, if you add that up, like you're de dedicating what, like five hours a month to, to it, you know, that's like 60 hours a year. It's like that's, that's a lot of time, you know, people,

[00:33:59] **Matthew Nelson:** that's an example of a lot of those pebbles you talked about.

[00:34:01] **Matthew Nelson:** Yeah, man. Just too many pebbles, just like dragging you down money.

[00:34:04] **Omar M. Khateeb:** You, you can always make back money. You can't make back your time.

[00:34:07] **Matthew Nelson:** That's right. Well, yeah. So on that point, as we're getting closer to the end here, I want to hear, um, you can summarize it, you know, well, let me, let me rephrase. Lemme start back.

[00:34:17] **Matthew Nelson:** I've, I've, I know from when I started my business. Years ago, and for many clients who've started their business, they've expressed in so many words that if they had known what it was gonna take, they [00:34:30] might not have started the business. And I heard a little bit of that. I, I'm not putting words in your mouth, but I heard a little bit of that if you made the, you know, this kind of, this leap.

[00:34:38] **Matthew Nelson:** So if you were to go back and, and have the chance to start a business jump from employee to business starting anything you'd do differently.

[00:34:45] **Omar M. Khateeb:** That's a really good question. I would, but there's a part of me where the mistakes that I made were good and painful lessons to change me to, you know, to force me to grow.

[00:34:57] **Omar M. Khateeb:** I think, I don't know if I would, you know, Maybe the only thing that I would've done differently. 'cause I'm, I'm trying to think. I mean, there's a lot of things I could, I would've done differently. but I think the, the thing that I would, the one thing that I think would've been the, like, the big domino was right now I'm, I'm in a mastermind group of

entrepreneurs and you know, it's, I'm paying like 1500 bucks a month, you know, so it's not cheap.

[00:35:19] **Omar M. Khateeb:** It's not Mm-Hmm. It's not gonna kill me. But that group has been so helpful, not because I'm, you know, I do, we, we do provide like SOPs and strategy and stuff, but just to be around other business owners for the energy and the insight, like to Sure. You know, so, so within that group, you know, I put my ego away and I'm like, here's how much money I'm making.

[00:35:41] **Omar M. Khateeb:** Here's what I'm doing. And to get feedback from people in the group who are making a lot more money than I am. About like what to do and how to think about things and everything. I'd have a one-on-one with the main guy twice a month. and I, I think like the one thing I would do differently is, is sought, sought out that kind of help earlier, you know?

[00:35:59] **Omar M. Khateeb:** Love it. Yeah. I, [00:36:00] I sought it out pretty, pretty quickly. Like, I think it was six months in, but I, some way I wish I sought it out a little bit earlier and I think that people, what I often see with a lot of entrepreneurs is that. You need some level of ego to drive yourself forward, but in some ways, like you need to put that aside and really pay attention to people.

[00:36:20] **Omar M. Khateeb:** Like if, if somebody has a better business than you, and that means that either they're employing more people than you or they're making more money. Yeah. They probably have something that you're gonna learn. And I, and I think that it's important to take, take that on because I see too many entrepreneurs, like it's a couple that come to mind that I try to like.

[00:36:37] **Omar M. Khateeb:** Give some feedback to, and they just didn't wanna listen and they're making their own mistakes and paying for it now. Right, right. Yep. That's very good. I love it. That's only, that's the only thing that kind of comes to mind, I think. Yeah. Um,

[00:36:48] **Matthew Nelson:** I love it. I love it. That's the, what I, what I think I heard is like, look, you can bootstrap yourself to a certain extent.

[00:36:54] **Matthew Nelson:** You, you gotta, you gotta like work hard, like figure out the bricks, figure out your niche, whatever, but choose the places that you spend. Dollars that actually matter. And some of those dollars may be, may be on books, may be on mastermind groups where you're, you're actually getting real influence that, yeah.

[00:37:09] **Matthew Nelson:** Yeah, that is, it's great.

[00:37:10] **Omar M. Khateeb:** And I think, again, like this is just my personal opinion. I'm not running a billion dollar business yet, but, you start a business and have the business take on the risk. Like me personally, my credit cards are paid off. Every month. Mm-Hmm. My personal credit cards, the business, my business is carrying some debt because there were some months I needed, I needed to [00:37:30] use the, you know, business credit cards, you know, and everything.

[00:37:33] **Omar M. Khateeb:** And that's what they're there for. And every, every company doesn't matter who it is, whether it's a venture-backed company, or, or, or, or, you know, small business or anything. You need to learn to reframe how you look at debt. And use it. Use it to your advantage. Right. Right. And have a plan. Right. So I think that's, that's the other thing is like, I think money, people's belief around money is it, it really dictates a lot of their behavior if you think about it.

[00:37:58] **Omar M. Khateeb:** Yeah. Can't think of anything that, that. Drives more behavior and behavior change than money. And so tr to understand your relationship with money and how you feel about it, why do you think about it a certain way is really, really important. Yeah. And so like, I think like for myself, you know, I'm doing very well, my health is great and everything, but partly because at what point, like I was under a little bit of stress 'cause I had some, I had some, you know, credit card debt on the business I needed to pay off.

[00:38:22] **Omar M. Khateeb:** And because I hadn't separated it, you know, it just felt like, oh, this is my debt. Right. Not the business debt. Until one day, like, I just, uh, I can't remember what I was doing. I, I, I think the most important conversation you'll ever have is with yourself. So I was taking a walk and kind of like talking to myself and, and I said one day I was like, you know what, it's like JP Morgan Chase isn't waking up and saying, oh, you know, Omar Catie owes us, you know, like 20 grand.

[00:38:48] **Omar M. Khateeb:** Like, why, why hasn't he paid paid this yet? Right. so. You know, I think, I think there are ways around it. There's a lot of, um, interesting courses on like zero per, you know, like there, [00:39:00] there are, uh, 0%, 18 month 0% business credit cards. You can get, you can start a whole business. As long as you have a plan, you, you'll be fine.

[00:39:06] **Omar M. Khateeb:** Right, right. That's, that's my own, that's the only thing. Use a tool. Yep. Yeah. Use it as a Yeah, it's a tool, man. Love it. It's a tool. We're we live in America, man. Yeah. Like this is, you know, like many, you know, like people forget. I'm like, I live in America. Everything's gonna be fine.

[00:39:19] **Matthew Nelson:** Right. Man, there's, there's so many.

[00:39:21] **Matthew Nelson:** I, I know we're coming out in a time here and there's so many questions I have for you, Omar. I'd, I'd, I'd love to, uh, have you back sometime and, you know, now that we kind of laid a framework, maybe get into, just more questions around like, how, how, how you. Advice for, for entrepreneurs and, and maybe where, where you could make some better choices and, and how these, uh, you know, founders are launching and so forth.

[00:39:44] **Matthew Nelson:** And so I, I'd love to have you back in the future.

[00:39:46] **Omar M. Khateeb:** Absolutely. I, I'll give you, can I give one more piece of advice For sure. One more, one more idea. Okay. As an idea, which is, um, and I, I didn't learn this until later on in my career, I think, you know, one is have some kind of plan about how you're gonna invest, you know, automate something, dollar cost, average stuff.

[00:40:05] **Omar M. Khateeb:** You know, just, just something, something is better than nothing. Mm-Hmm mm-Hmm. You know, so I, when I was in my twenties, I didn't start like investing or doing anything, because I was like, oh, you know, what am I gonna do? Like put a couple hundred bucks in, a couple hundred bucks goes a long way if you compound it over time.

[00:40:21] **Omar M. Khateeb:** Sure. So like. Something's better than nothing. But the other side of it is that, could you invest in the next hottest stock or something? Yeah, sure. But I think [00:40:30] the most valuable investment somebody can make at any point in their career, especially earlier on, is an investment in themselves. You know, every year I tell people, I'm like, allocate, like.

[00:40:38] **Omar M. Khateeb:** 5% of your, this is gonna sound crazy, but like 5% of your income, some, some years it was 10% for me of your income, where literally it's like, Hey, I'm gonna take this course, I'm gonna go to this conference, I'm gonna get some personal coaching. And the, the interesting thing about this, Matt, is that the more expensive the investment in yourself, the education, the more effective it is, right?

[00:40:57] **Omar M. Khateeb:** So like I buy, you know, the average person and this and this, I saw this in my course, in my course. used to be under a thousand dollars, right? The students who came in, they got okay results. Well, when I increased the price, magically the quality of the students in there and their results got a lot better.

[00:41:15] **Omar M. Khateeb:** Because when you pay enough money and it's painful enough, like you'll make sure that you make use of it. That's right. You know what I mean? That's exactly right. Love it. Yeah. Well, Omar, where can, that's, that's a big thing for me.

[00:41:26] **Matthew Nelson:** I love it. Omar, where can we hear, uh, or find you, you know, if we wanna find out more about your.

[00:41:32] **Matthew Nelson:** Your influence and follow you. Where's the best place to start? Yeah.

[00:41:35] **Omar M. Khateeb:** Best place I'd say is LinkedIn. Um, I also am very active on Twitter and Instagram. You just look up Omar m Kib and you'll find me. And then of course, like go check out my podcast, the state of med tech. You know, give us five stars and revenue review for the, for the audiences listening to Matt's show.

[00:41:51] **Omar M. Khateeb:** Please, if you haven't already subscribe, give it five stars, write a review. It's really important.

[00:41:56] **Matthew Nelson:** Yeah.

[00:41:56] **Matthew Nelson:** Thank

[00:41:56] **Matthew Nelson:** you. Thank you. Love it. Well, we'll get you back on the show at some point in the [00:42:00] future. Bill, why don't you close us out today?

[00:42:04] **Bill Tucker:** I, you know, this is a great conversation. Now I wanna clarify one thing before we go, Omar, the, your website, give it to us again.

[00:42:12] **Omar M. Khateeb:** Yeah,

[00:42:13] **Bill Tucker:** you mentioned it early,

[00:42:14] **Omar M. Khateeb:** I mentioned earlier. It's kae and co.com and I'll spell, it's K-H-A-T-E-E-B as in boy, a ND, KoSA, Kati and co. Like kati and company.com.

[00:42:26] **Bill Tucker:** 'cause one of the things in my mind is this is an ampersand or is it an and?

[00:42:30] **Matthew Nelson:** Yeah. Yeah. We'll make, we'll make sure to add it in the show notes and in the show so there be links there put show.

[00:42:34] **Bill Tucker:** That's great. Thanks Omar. Fascinating and conversation. I look forward to you coming back on the podcast. That was great. Absolutely. Back. Now we're gonna wrap this up by, you know, asking people out, asking you how people can get in touch. You folks who are listening and wanna reach out to you, how do they do?

[00:42:48] **Matthew Nelson:** Sure, yes. As always, you know, start on our website. I think that's the best place. It's perspective six group.com, the number six, perspective six group.com can always call us, you know, (952) 225-0333. Happy to talk to you, like, and subscribe the, the podcast. Ne Next, uh, episode, I think we're gonna go back and, uh, and meet Jacob, which we've heard from a number of times.

[00:43:11] **Matthew Nelson:** but give us, uh, you know, give us a, uh, uh, drop us a line, give us some ideas for episodes. We've got a lot of ideas rolling around my head, but I wanna do, shows on things that are important to you as the listener. So you can He can drop us a line at mwa podcast@focusfinancial.com.

[00:43:27] **Matthew Nelson:** MedTech Wealth Advisor [00:43:30] podcast@focusfinancial.com.

[00:43:31] **Bill Tucker:** That's great. Thanks so much. Really appreciate it. A good conversation, uh, as Omar mentioned, by the way, for those of you who are listening who like this podcast, it would be great if you would share it with other people.

[00:43:43] **Bill Tucker:** Hope, get the word out about podcast. The other thing you can do that's really easy is if you are not a subscriber. Hit subscribe. That way you don't have to think, when did I hear this? Where did I hear it? You will be notified automatically when Matt drops a new episode of the MedTech Wealth Advisor. On behalf of Matt and everybody at Perspective six, I'm Bill

Tucker thanking you for taking the time to listen today and reminding you that you can go out today and make it a really great day or not.

[00:44:13] **Bill Tucker:** The choice is yours. Thanks for listening.

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