

INDUSTRY PIONEER

Brian Baldwin



Brian Baldwin sure knows how to pick his friends. In 1958, he and college buddy William Cook founded MPL Inc., a company that made its mark developing proprietary technology for manufacturing hypodermic needles. However, that was only the beginning for both of them.

In 1962, Cook left MPL to start the phenomenally successful Cook Group Inc., and Baldwin built up MPL and later founded Solopak Laboratories. Then, in 1975, Baldwin cofounded Baxa Corp. with Ronald Baxa. The company has transformed the medical field with its syringes for precision oral liquid administration, microprocessor-controlled peristaltic pumps for medication preparation, and computer-controlled mixing systems for IV solutions.

Since its inception, Baxa has grown from a struggling startup with a 10-member staff to a worldwide corporation with 275 employees and \$50 million in annual sales. The company's reach stretches from Denver to Denmark, with additional offices in the UK, Canada, and Germany.

When Baxa was founded, oral liquid medications were measured with teaspoons or graduated cups, which resulted in inaccurate or even harmful doses. Baxa's Exacta-Med oral dispenser allowed medical personnel to administer doses much more precisely and soon became the industry standard. Products such as the Repeater pump, MicroMacro TPN compounder, and Rapid Fill automated syringe filler further established Baxa's reputation as an industry leader and innovator.

Through the years, Baldwin has led the way in product design and development. Although he stepped down as Baxa's chairman of the board in 2003, he is still involved in the company as chairman emeritus and chief development architect. He continues to work closely with the company's product development teams.

Baldwin holds more than 30 U.S. and international patents and was one of the founders of the Colorado Medical Device Association. He is also a member of the World President's Organization and the Economic Club of Colorado.