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AusBiotech2011
AUSTRALIA'S BIOTECHNOLOGY CONFERENCE

**National
Conference**

16 to 19 October 2011
Adelaide Convention Centre, South Australia
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AusBiotech
AUSTRALIAN BIOTECHNOLOGY ORGANISATION

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of South Australia**

BioInnovationSA

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Convention Bureau**

AUSBIOTECH 2011 CONFERENCE SPEAKERS' PROFILE

Ned Coten
Managing Director
Acorn Brand Design, Australia

Ned Coten is the Managing Director of Acorn Brand Design, a brand strategy and communications business located in Prahran, Victoria.

A former professional athlete, Ned has overseen the growth of Acorn from inception to its current position as advisor to some of Australia's major multinational consumer brands, including Heinz, Wrigley, National Foods and Fonterra.

Ned has worked on major brand launches across a number of categories, including Biotech. A clear understanding of brand strategy and development, in addition to extensive business experience ensures that Ned is able to add value and insight to a wide range of client businesses. He holds a BEd (Curtin) and completed his MBA at the Australian Graduate School of Management. Ned attended the AIS on a basketball scholarship and has represented Australia at the international level.

Ned is married to Hilary and has two sons, William (15 years) and Andre (12).

