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AusBiotech2011
AUSTRALIA'S BIOTECHNOLOGY CONFERENCE



16 to 19 October 2011
Adelaide Convention Centre, South Australia
www.ausbiotech2011.com.au



AUSBIOTECH 2011 CONFERENCE SPEAKERS' PROFILE

Paul Brennan
Marketing Director ANZ Healthcare Division
Smith & Nephew Healthcare, Australia

- Nursing – 19 years covering all areas of Medical & Surgical Nursing inclusive of Nurse education roles , Nurse Unit Manager (Surgical)
- Sales – Ostomy, Woundcare,
- Marketing since 1999
- 1999 – 2003 Ostomy Group Product Manager South Pacific ConvaTec
- 2003-2009 Marketing Director APAC Ansell healthcare
- 2009 – continue Marketing Director ANZ Smith & Nephew.

Paul has a detailed understanding of health systems through Asia Pacific and the challenges faced by patients, clinicians and industry in delivering sustainable health care solutions.

Economic and Political changes in the health systems of all countries requires industry to adopt a change in how we develop new technologies, tailor our value propositions, service the customer base and measure the efficiency of product solutions.

Paul's talk will focus on the steps being taken to address the competing demands of new technologies and measurable outcomes in various health settings.

