

**AusMedtech2009**

**A ROADMAP FOR GLOBAL SUCCESS**

**Australia's Medical Technology National Conference**

15 and 16 June

Sheraton on the Park, 161 Elizabeth Street on Hyde Park, Sydney

[www.ausmedtech2009.com.au](http://www.ausmedtech2009.com.au)



**Michael Johnson**  
**Director**  
**Cogentum**



Michael is a Director of Cogentum's Australian office. He brings extensive experience in assisting life science and medical technology firms to optimize their technology, maximise their market opportunity and create compelling commercial strategies.

His experience in understanding consumer trends and identifying opportunities for growth has led him to work with management teams in a wide range of industries including the Life sciences, medical technology, Clean Tech, IT, Financial Services, Energy and Water Utilities, Diversified Manufacturing Services, Consumer Goods, Automotive and Telecommunications.

Michael has worked in senior management roles with some of the world's leading marketing and communication companies, financial services firms and management consulting groups. He holds a Masters in Entrepreneurship & Innovation from Swinburne University of Technology and Bachelor of Business from Monash University.