

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



Michael Kavanagh
Senior Vice President, Global Marketing
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Michael is responsible for the development of global marketing initiatives for Cochlear's product portfolio. This spans the identification of new product development opportunities through to product introduction and lifecycle management. This requires coordination and interpretation of research and then translating this into a relevant product portfolio together with marketing programs to drive disciplined growth.

Michael joined Cochlear in 2003, having held senior sales and marketing positions both locally and internationally in the pharmaceutical industry.