

AusMedtech2009

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www.ausmedtech2009.com.au



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Nairy is a Director of Cogentum's Australian office. Her practice focuses on using customer led research to drive marketing strategy, innovation strategy and new product development processes.

Over the course of her career she has worked closely with management teams across a wide range of industries including the Life Sciences, Agribusiness, IT&C, Tourism,

Professional Services, Education and FMCG. These engagements have resulted in the identification of new opportunities and the development of new strategies, products and services to exploit these opportunities.

Previously Nairy has been both a Principal Consultant in the Australian arm of Strategyn and an Executive Director of ITP Worldwide. Prior to her consulting career, Nairy spent 10 years in Marketing Management, New Product Development and Customer Insight with some of the world's leading FMCG companies building brands that stood the test of time. She has also spent over a decade in academia at both Monash University and RMIT University where she led the delivery of the Marketing Management, Product Innovation and Marketing Research streams and lectured extensively in South East Asia.

Nairy holds a Bachelor of Business in Marketing from Monash University in Melbourne.