The Global Medtech Hub

How Ireland is innovating for future healthcare and economic growth

Irish Medtech Association Statement of Strategy 2016-2020
We are reaching out to those who wish to be involved in the creation of a dynamic and exciting future for the medtech industry in Ireland.
Foreword

For over a decade the Irish Medtech Association, formerly known as the Irish Medical Devices Association, the Ibec group, has worked closely with industry and stakeholders to make Ireland the best place for medtech business. In order to achieve this, every four years a strategy is developed to identify new opportunities, and reflect on the progress we have made. But more importantly it’s a chance to set-out our ambition for the future.

Our recent strategy has served us well. It supported the leadership and dynamism across this strong export-led sector which has seen growth in R&D investment across many Foreign Direct Investment and indigenous companies. The sector has grown considerably over the past four years, with 29,000 people employed across 450 companies. Ireland’s medtech sector is the highest employer in Europe, per capita, directly exporting to over 100 countries worldwide. You should all be very proud of the role that your business and this industry are playing to make Ireland the fastest growing economy in Europe.

But we still face challenges, now is the time to rethink our healthcare system and steer it back onto a sustainable path. The medtech sector recognises that the current business model is coming to an end. As an industry, innovation has always been at the heart of what we do. Innovation will be key for developing better patient outcomes and a sustainable healthcare system. The sector has a lot to offer to drive this important change.

The global medtech industry is expected to reach €475 billion in 2018, an annual growth of 5.5%. Ireland should maximise opportunities with growing demands to become major contributors to global healthcare and the global economy. Our continued success will depend more than ever on our ability to adapt and meet the challenges ahead.

We have been preparing for the next phase of our strategic plan since mid-2012, when we conducted a mid-term review to collect as much input as possible from our members and stakeholders across the ecosystem.

Along with best quality market insight and support from a wide variety of sources, we have carved out the next phase towards an exciting future for Irish Medtech and our members. We have a new vision and mission. A roadmap of where we need to be and how we can best get there. We are also keenly aware that one size does not fit all, and we are confident that our approach caters for the many and varied requirements of our members now and into the future. With four out of five medtech companies being SMEs or start-ups, we know that different companies have different needs. We promote the interests of the sector by collaborating on shared goals, co-ordinating on activities and ensuring that each member is well represented to achieve their potential.

We are reaching out to those who wish to be involved in the creation of a dynamic and exciting future for the medtech industry in Ireland. And through the provision of high-quality services to our member organisations, Irish Medtech stands ready to help you as you navigate your way forward to make Ireland a global medtech hub.

To everyone who helped to get us to this point, thank you.

James Winters
Chair, Irish Medtech Association
Vice President Manufacturing,
Global Joint Reconstruction Ireland,
DePuy Orthopaedics Worldwide

Conor Russell
Vice Chair, Irish Medtech Association
VP, Operations, Boston Scientific
Industry outlook

Ireland’s medical technology industry has continued to grow over the past four years. At the same time the demand for and cost of healthcare is rising, which is challenging most health economies across the world. There is no doubt adoption of technology will help meet these challenges; however, new business models will be needed to drive new ideas.

The availability of improved outcome data from healthcare solutions will likely drive increased data demands to support pricing and reimbursement. As such, the Irish Medtech Association’s new mission statement reflects the need to build awareness of the value of medtech. New economic models will be required that can evaluate the impact of new technology on the longer term outcome and total cost of a patient’s illness will need to be considered, as opposed to models that are based on cost alone. The medtech industry has a key role to play in addressing the challenges that the global healthcare systems face.

The recovery means there will be new manufacturing opportunities. Output in traditional manufacturing was up 6.3% in 2014. However, much more can be done to help the sector which still faces pressure from lower cost economies. This can be managed by staying at the forefront of advanced manufacturing and service excellence, investment in advanced and additive manufacturing technologies must be part of the plan ahead if we are to succeed.
Foreign Direct Investment and indigenous companies are continuing to ‘move up the value chain’ and expand their mandate which will lead to new research and product development programmes. Realising the full potential of the cluster, we will deliver more research, development, design and marketing of innovative technologies. New devices developed from a range of converging technologies, in particular those which are focused on information technology in connected health and big data are now an established growing market. The medtech sector is known for its ability to innovate. Ireland’s strength in IT means we are uniquely placed to develop new products through collaboration. Connected health will define a new approach to promote patient health, as well as drive economic success.

Nurturing entrepreneurship is bearing fruit with more investment in medtech start-ups. It is essential that entrepreneurial and intrapreneurial activity is well funded to ensure successful new device companies emerge from Ireland. A high level of mergers and acquisitions (M&A) activity has and will continue to restructure the industry globally. There is an opportunity for Irish subsidiaries and indigenous companies to identify M&A targets through business development activity in Ireland and Europe. This could drive further entrepreneurial activity within the country and help further build Ireland’s reputation for medtech.

Growing exports will not be without its challenges as trade barriers and local regulations may continue to impact export potentials, but the Transatlantic Trade and Investment Partnership (TTIP) offers growth opportunities for the sector.

The global ethical compliance and regulatory landscape is also changing rapidly and Irish Medtech will continue to work with stakeholders to provide best industry foresight. It’s vital that the industry plays its role in ensuring the right conditions for growth are in place to support better patient outcomes.

We are experiencing the age of the empowered patient, an age when users and patients will no longer be dictated to as they were in previous generations. In order to respond to this shift, medtech businesses need a new set of ingredients to design their strategies to truly resonate in the marketplace. Given the industry’s existing capacity to adapt, it is well placed to address these challenges.

But to unleash our true potential and seize emerging opportunities, recognising and rewarding a culture of innovation will play a vital role in stimulating the sector to develop new capabilities and meet the challenge of achieving cost-effective, sustainable healthcare systems. Innovation and innovative thinking have transformed the landscape for business in Ireland in the past, and will ensure that the medtech sector continues to thrive into the future.

Dr Sinead Keogh
Director, Irish Medtech Association, a business association in Ibec

We must embrace the skills revolution, by adopting strategies to ensure continuous upskilling and development of Ireland’s workforce so that they have the skills needed today for the medtech businesses of tomorrow.
Ireland’s medtech sector is now recognised as one of the top five emerging global hubs.

- Ireland has a very strong sub-supply base with many companies becoming globally preferred vendors of choice for leading FDI enterprises.

- The State will partner with leading international VC’s (Innovation Fund Ireland) to support the growth of high technology companies. The Seed and Venture Capital Scheme of €175 million is aimed at leveraging private funds to create €700 million for investment over the next three years.

- Collaboration between indigenous and FDI enterprises and leading academic and key clinical opinion leaders is growing. This collaboration is now a key competitive strength internationally.

The challenge is to continue to develop and integrate the broad range of strategic competencies and support systems that will enable this island to compete as a mature, high value-added economy, with innovation at its core.
Ireland continues to be a leading manufacturing hub for medtech, with:

- **25% of the world's population that have diabetes relying on injectable devices manufactured in Ireland – that is over 30m people;**
- **33% of the world's contact lenses being manufactured in Ireland;**
- **80% of global stent production being carried out in Ireland;**
- **75% of global orthopaedic knee production coming out of Ireland.**

Ireland’s medtech sector employs **29,000 people across 450 companies.**

More than 2,000 jobs have been announced in the sector in Ireland since 2014.

The Irish medtech sector has been recognised by the Government as a prime contributor to the growth of the Irish economy, representing nearly **10% of all exports**

Ireland is now one of the largest exporters of medical products in Europe, with annual exports of **€12.6 billion** to over 100 countries worldwide.
Drivers and opportunities for development

Current drivers of the Irish medtech sector include:

- Adaptable, dynamic and “can do” attitude of workforce
- World-class technical and managerial talent
- Competitive corporation tax rate and knowledge development box to incentivise innovation
- Supportive environment for R&D
- Favorable regulatory environment
- A history of manufacturing excellence
- A culture of quality and ethical compliance
- Entrepreneurial spirit
- Efficient collaboration across diverse disciplines
- Product development expertise
- Aptitude and enthusiasm for innovation
- Irish Medtech Association Statement of Strategy 2016-2020
Opportunities for development include:

**Industry foresight**
- Enhancing our capacity to address the globalisation of the industry and international competition.
- Expanding the mandate of FDI and indigenous companies in response to global trends.
- Adapting to the reduction in global healthcare expenditure.
- Building capability in advanced and additive manufacturing.
- Becoming a centre of excellence in innovation, underpinned by excellence in design.
- Increasing investment in process and product R&D in Ireland.
- Enhancing our capacity to address imminent changes to the regulatory and compliance environment across the EU and beyond.
- Responding to changes in market dynamics such as the empowered patient and the patient as a consumer.

**Ecosystem development**
- Enhancing the Irish clinical research infrastructure by promoting a culture of innovation leadership within the Irish healthcare system.
- Introducing new economic models to support sustainable development of the healthcare system and encouraging faster adoption of new medtech.
- Developing a culture of commercialisation in Irish universities.
- Embedding entrepreneurial thinking across the curriculum from primary level to higher level education.
- Supporting the development of new education models for the sector such as apprenticeships.
- Building skills in health economics, as well as sales and marketing, to respond to changing market dynamics.
- Growing supports for upskilling within industry.

**Future care continuum**
- Leveraging Ireland’s recognised excellence in IT to support new connected health solutions.
- Enhancing high-level design, engineering, scientific skills and skills required for future technology convergence.

**Entrepreneurship**
- Growing the number of successful start-ups by improving policies and conditions to support start-ups and supporting greater access to funding.

**Membership experience**
- Enhancing Irish Medtech’s reputation as Ireland’s foremost business representation group for the medtech industry in the minds of members and key stakeholders.
- Delivering real value to members.
Mapping the medtech sector in Ireland

Defining a medical technology company:

- Design and/or manufacture medtech products and/or solutions.
- Manage significant international shared services from Ireland.
- Directly service the medtech sector.

The sector is diverse and the following eight broad headings have been established to describe and categorise the sector in Ireland:

- Diagnostic
- Ophthalmic
- Vascular
- Orthopaedic
- Health software
- Contract manufacturing and/or design
- Hospital and/or homecare products
- Service

A map of the Sector by category is available on pages 22-23.
A continuous focus on innovation is key for the industry to thrive.
Our vision for the sector

Ireland will be a global leader in innovative patient-centred medical technology developments, products and solutions.

- Ireland will be a globally significant medical technology hub and the location of choice for the industry due to our expertise and pro-business environment.
- Irish medical technology developments, products and solutions will be major contributors to global healthcare and the global economy.

Our mission

Irish Medtech’s mission is to shape and deliver the industry vision by:

- Driving significant agenda items towards the industry vision.
- Building awareness of the value of Irish medical technology for patients and the economy in Ireland and globally.
- Providing services, support and information which will add value to the businesses of our members.
- Facilitating interaction with other relevant sectors such as ICT, pharmaceutical, biotechnology, and materials to encourage new healthcare solutions from technology convergence.
Strategy themes and actions
Driving our future

Strategic objective
Influence the strategic development of Irish Medtech member organisations by delivering best-quality industry foresight

- Scan areas of the ecosystem for new developments affecting members. Identify key areas for specific focus – (e.g. Revision of the Medical Device and Diagnostics Directives, reimbursement policies, healthcare payers and providers structure, tax regime, trade barriers).
- Establish appropriate forums to enable industry thought leaders in Ireland to share knowledge, discuss the impact of changing models and where relevant, prepare for the future.
- Identify critical competencies and skills needed to align with new business models.
- If and when appropriate, take steps to advocate for and influence a new business environment.

» There is an opportunity for Ireland to respond to growing global healthcare demands and grow exports.
Achieving the full potential of the cluster

Strategic objective

To encourage and create an ecosystem that sustains the evolution of the industry

- Build awareness of the value of medtech to facilitate positive policy decisions.
- Develop the existing manufacturing base, target supports for efficiency improvements and investments in advanced, additive and cell manufacturing as well as the other key enabling technologies.
- Assist companies to expand and reach their full potential from concept to market.
- Target training and development of a talent pool to support strategy.
- Enhance the clinical research infrastructure and support the direction of academic research.
- Make Ireland an attractive employment destination.
- Promote policies to coordinate key resources to make Ireland a centre of excellence for the development of healthcare technologies.
- Promote integrated and collaborative relationships across medtech stakeholders in the national, and as appropriate, the global ecosystem.

» To achieve the potential of the cluster we will continue to bring together indigenous and FDI enterprises for collaboration between academic centres and key opinion leaders. This will deliver further research, development, design and marketing of innovative medical technologies.
Maximising technology innovation across sectors to improve patient outcomes

Strategic objective

- Provide opportunities to maximise the generation of innovative convergent technologies.
- Facilitate interaction between industry sectors such as pharmaceuticals, biotechnology, ICT and materials to encourage technology convergence in the development of new medical products and solutions.
- Leverage Ireland’s recognised excellence in the areas of data processing and cybersecurity to develop an ecosystem which will successfully support the convergence of medtech with ICT to establish Ireland as a global destination for connected healthcare solutions.

» New digitally enabled health applications have the potential to transform healthcare which will be aligned with new care models. Data will drive better clinical decision making, improve outcome based accountability and promote patient empowerment.
Nurturing entrepreneurship

Strategic objective
Develop policies and conditions where entrepreneurship can thrive

- Encourage policies and conditions that would facilitate greater funding opportunities for indigenous start-ups and growth companies.
- Promote policies and conditions that support government procuring medtech products from Irish start-ups.
- Expand and further develop the mentoring programme, set-up in conjunction with Enterprise Ireland where experienced Irish Medtech members provide mentoring to entrepreneurs.
- Benchmark against “best in class” entrepreneurial countries and foster new ideas where appropriate.

» Nurturing entrepreneurship is bearing fruit with more investment in medtech start-ups. A continuous focus on innovation is key for the industry to thrive.
Delivering real value to members

Strategic objective
Provide high-quality professional services to member organisations that will impact positively on their business performance

- Be the voice of the medtech industry in Ireland.
- Build awareness of the value of Irish medtech for patients and the economy in Ireland and globally.
- Actively connect peers to develop business links, address business concerns, exchange views and promote best practice.
- Engage with members to discuss their needs and aspirations and provide industry-specific, high-quality, cost-effective training.
- Provide members with access to expertise, knowledge and insight across a broad suite of business-specific topics.
- Reinforce industry integrity and high ethical standards through the implementation and adoption of the Irish Medtech Code of Ethical Business Practice.
- Continue to support and promote a culture of business excellence.

Irish Medtech drives the industry vision by building awareness of the value of medtech, our dedicated team provides member services, networking and industry insights. As part of Ibec we are working to ensure that Ireland has the right policy environment and conditions to drive economic success.
The Irish Medtech Board, working groups, taskforces and executive team will continue to work closely with our partners to deliver the objectives of our strategic vision effectively.
Key Performance Indicators
While not exhaustive, board performance indicators have been identified for each of the strategic themes that Irish Medtech has adopted.

**INDUSTRY FORESIGHT**

**Driving our future**

Influence the strategic development of Irish Medtech member organisations by delivering best-quality industry foresight.

- Annual Board review and validation of strategy.
- Increased employment in value add roles within the sector.
- Increased annual exports.
- Significant increase in the global share of niche markets.

**ECOSYSTEM DEVELOPMENT**

**Achieving the full potential of the cluster**

To encourage and create an ecosystem that sustains the evolution of the industry.

- Higher proportion of firms engaged in technological innovation.
- Increased R&D activity.
- Number of medtech companies gaining commercialisation funding.
- Number of convergent technology products developed and commercialised.
- Increased awareness of the value of medtech amongst stakeholders.
- Increased university commercialisation output.
- Greater involvement of clinicians in medtech innovation.

**FUTURE CARE CONTINUUM**

**Maximising technology innovation across sectors to improve patient outcomes**

Develop the environment to harness the opportunity for technology convergence in Ireland.

- Number of convergent technology products developed and commercialised.
- Ireland’s reputation as a destination for commercialisation of convergent technology is enhanced.
ENTREPRENEURSHIP
Nurturing entrepreneurship
Develop policies and conditions where entrepreneurship can thrive.
- Positive policies and conditions to promote entrepreneurship and new start-ups.
- Number of impactful Irish Medtech mentor-mentee partnerships established.
- Increase in the number of start-ups.
- International best practice for start-ups identified and adopted.

MEMBER EXPERIENCE
Delivering real value to members
Provide high-quality services to member organisations that will impact positively on their business performance.
- Increase provision of industry specific, high-quality training for member organisations.
- Increased networking and sharing of best practice amongst member organisations.
- Member satisfaction with services Irish Medtech provides.
- Continued culture of business excellence.
- Growth in members’ business.
We are experiencing the age of the empowered patient. New strategies that truly resonate with the marketplace will be needed.
Mapping our world-class medtech sector

West Region

CONTRACT RESEARCH, DEVELOPMENT, DESIGN AND/OR MANUFACTURING
1 Advant Medical
2 Advant Moulding
3 Alpha Precision
4 Anconor Flexibles Sligo
5 Arnetek Medical
6 Avenue Mould Solutions Ltd
7 Cambus Medical
8 Caragh Precision
9 Clada Medical Devices
10 Contech Medical
11 Creagan Medical
12 Custom Equipment Solutions Ltd
13 Dawnlough Ltd
14 DiaNia Technologies Ltd
15 Fort Wayne Metals Ireland Ltd
16 Galway Tool And Mould Ltd
17 Harmac Medical Products
18 INBLEX Plastics
19 Irish Micro Mouldings Ltd
20 Itronik Interconnect Ltd
21 Lake Region Medical (International Research & Development Centre)
22 M & M Qualtech Ltd
23 MB MediPrint
24 Metal Improvement Company
25 Outsourse Technical Concepts Ltd
26 Prior PIM Medical
27 ProTek Medical Ltd
28 Proxy Biomedical Ltd
29 Railway Precision Engineering Ltd
30 Saotharlann Chonamara Teo
31 Syneco Ltd
32 Vention Medical Ireland Ltd
33 Verus Precision
34 Vornia Ltd
35 VistaMed
North Region

South Region

East Region

While the coordinators have made every effort to ensure that the information in this map is accurate, we do apologize for any inconsistencies. Stakeholders who wish to amend map, please contact Irish Medtech on 01 6031120 or info@meditechireland.ie. It is anticipated that updates will be supported on an ongoing basis and completely at the discretion of Irish Medtech.

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About Ibec

Ibec is the national voice of business in Ireland. The organisation and its sector associations, work with government and policy makers nationally and internationally, to shape business conditions and drive economic growth. Ibec’s strength lies in its diversity. We offer our members a range of professional services and training on human resource management, occupational health and safety, employee relations and employment law.

www.ibec.ie

Join the conversation by tweeting @ibec_irl
About the Irish Medtech Association

The Irish Medtech Association (formerly the Irish Medical Devices Association) is the Ibec group that represents the medtech industry in Ireland. Irish Medtech’s broad focus is to promote and support an environment that encourages the sustainable development and profitable growth of our multinational and small to medium size medical device and diagnostic companies.

By forging close working relationships with ministers, government agencies, policy makers and other relevant governing bodies Irish Medtech helps members navigate the challenges facing both multinational and indigenous medical device and diagnostic companies. On behalf of our members, we work to bring together clinicians, industry leaders, academia, government and health stakeholders to foster an environment of growth, innovation and convergence in developing the medical devices and diagnostic products and solutions of tomorrow.

www.irishmedtechassoc.ie

Join the conversation at @IrishMedtech
James Winters Chair

James Winters is the Vice President of Manufacturing, Global joint Reconstruction and is responsible for the DePuySynthes manufacturing facilities achieving world-class performance in EHS&S and quality compliance, service, cost and asset efficiency across the joint business manufacturing network. James also chairs the DePuy Ireland Joint Global Supply Chain board.

Prior to this, James was the Plant Manager for the DePuySynthes Ireland Manufacturing Operation. In this role, James was responsible for leading and managing the Cork Manufacturing site as well as continuing to accelerate the transformation of operations to a fully integrated LEAN supply chain. As a result of this effort, the DePuySynthes Ireland site was awarded the Shingo Prize in 2014.


Prior to DePuy, James worked with Sanmina-SCI in varying roles.

James holds a BTech in Electronic Manufacturing from the University of Limerick and an MBA from University College Cork.

Conor Russell Vice-Chair

Conor Russell is currently Vice President for Boston Scientific Clonmel and has over 18 years of experience with Boston Scientific in the development and manufacturing of Class 3 implantable medical devices.

Prior to his current role, he has held numerous Engineering and Operational roles within Boston Scientific including six years in the United States in their California and Minnesota facilities.

He is originally from New Ross in Co Wexford and has a degree in Mechanical Engineering and a Masters in Industrial Engineering from University College Dublin.

Barry Comerford

Barry is the CEO and co-founder of Cambus Medical.

Career highlights include:

- Graduating as “Best Fitter Armourer” from the Irish Army’s Apprentice School, Naas, Co. Kildare.
- Starting a Packaging Machine business with Sean, his late father.
- Gaining a MBA from NUI, Galway.
- Successfully guiding Cambus Medical into a joint venture partnership with Freudenberg Medical in 2012.
- Becoming a Board Member of the Irish Medtech Association.
- Chairman of the Irish Medtech Apprenticeship Steering Committee

Barry is a highly motivated entrepreneur and professional manager, with extensive experience in the medical device industry. He has a proven track record in building teams and networks to manage complex systems at strategic, administrative and technical levels. Through the course of his career, he has gained a wide range of knowledge in global business strategy, negotiations, engineering, sales, operations, quality systems and leadership; from start-up through to high growth environments.
Bill Doherty is Managing Director of Cook Medical’s Irish operations and Executive Vice President of Cook Group Europe with responsibility for Cook Medical’s EMEA business.

Bill is a board member of both the Irish Medtech Association and Eucomed and has over twenty years experience in the medtech industry. Bill is also a member of the advisory board of the Materials and Surface Science Institute (MSSI) at UL (University of Limerick) and the advisory board of LIT (Limerick Institute of Technology).

Bill is a member of the Expert Group on Future Skills Needs advising the Irish Government on current and future skills needs and on other labour market issues that impact on Ireland’s enterprise and employment growth. Bill holds a B.Eng. (Electrical) from University College Dublin and an MBA from Trinity College Dublin.

Ciaran Corcoran is the Site Director with Abbott Diagnostic Longford (Shingo Prize Recipients in 2016). He has a PhD in Organic Chemistry and a degree in Biology and Chemistry, from Maynooth University, Ireland.

He has over 16 years of experience in various companies including Mallinckrodt, Abbvie Pharma, Abbott Diagnostics and Abbott Biologics in the areas of start-up, research and development and operations.

Ciaran moved from Abbott Pharma to Abbott Diagnostics Longford in 2009 and was Operations manager there for two years, in this time the Operational Excellence Journey kicked off. After a four year assignment as Site Director in Abbott Diagnostics Biologics facility in the UK, Ciaran returned in March 2015 to Longford as Site Director. He strongly supported the sites journey and lead into Shingo Assessment with a successful outcome in receiving the Shingo Prize.

Conor Hanley is President and CEO of Foundry Innovation and Research 1 Ltd (FIRE1).

Prior to joining FIRE1, Hanley held senior management positions with ResMed, including leading the Company’s Chronic Disease Management Solutions division, its Cardiology business, and its Ventures and Initiatives business units.

Prior to ResMed, he was CEO and co-founder of BiancaMed, which commercialised a novel method to provide connected health solutions, and was acquired by ResMed in 2011.

Hanley received a PhD in Chemical Engineering from the University of Pennsylvania, an MBA from INSEAD, and a First Class Honours B.E. from University College Dublin.
Damain Finn

Damain Finn was appointed general manager of Bausch & Lomb Waterford in 2012, having previously served as financial controller to the contact lens manufacturing and eye healthcare business.

Now part of the Valeant group, Bausch & Lomb is a leading global developer, manufacturer and marketer of eye health products, dedicated to perfecting vision and enhancing life for consumers around the world. The product portfolio is one of the most comprehensive in the ophthalmic industry, with leading market positions in several leading product categories. Products are available in more than 100 countries, and the Bausch & Lomb name is one of the best-known and most respected eye health brands in the world. The Waterford plant is the largest manufacturing facility within the group employing 1,100 people. In addition to contact lenses, the multi-disciplinary campus also manufactures a pharmaceutical back of the eye implant.

Damain is a Fellow of the Chartered Institute of Management Accountants and holds a diploma in Management Information Systems from the Irish Management Institute.

David Tallon

David Tallon is currently Vice President of Research and Development for Stryker’s Neuro, Spine, ENT and Navigation business units with responsibility for R&D sites in the US, Germany, Ireland and Japan. He leads the development of a diverse range of integrated products and technology solutions which are used in Neuro, Spine and ENT surgery.

During his 25 year career he has held various engineering and leadership positions in R&D and Engineering within the medical device, automotive and mining industries. Most recently as Vice President of Technology and Procedural Innovation in Stryker Instruments division, he led the establishment of a state-of-the-art Surgical Innovation and R&D Centre in Cork which is based on human-centered design principles and which includes a fully integrated operating theatre for surgery simulation.

He has championed the transition from a product-focused R&D organisation to a clinical and procedural innovation R&D culture. He has a passion for technology strategy and innovation roadmapping, for building customer centric R&D teams, and for driving collaboration globally with customers across R&D locations and with external research partners.

Donal Balfe

Donal Balfe was born and educated in Dublin, Ireland. He graduated in Business from Dublin City University in 1992.

Prior to joining with Medtronic, Balfe was employed as Operations Director at Bayer Diagnostics. He joined Medtronic in 2000 and served as Manufacturing Director of plants in the UK and Ireland.

Currently Donal is Vice President of Operations with responsibility for Manufacturing plants in Europe and Asia along with operations responsibility for Medtronic’s Renal Care Solutions business.

In 2009 Balfe was appointed to the Board of Directors of the Irish Medtech Association and in 2015 served as Chairman of the Association.
Garret Coady
Co-founder of BBT. Responsible for day-to-day management of all aspects of the business. 20 years industrial experience with a background in R&D, engineering, product development, structured Innovation, management and business development.

Experience in assembling and managing interdisciplinary teams from physiology, physical sciences, consultant physicians, medical device marketing and specialist medical component vendors.

Successfully working with the teams in assessing the performance of in-vivo biomedical sensors and managing the end-to-end product development process up to device launch. Product Development and Management Association, PDMA, obtained New Product Development Professional NPDP since 2008.

Jackie Murphy
Jackie is the Site Head and General Manager of Alcon Ireland, a Novartis division. She joined the company as a Manufacturing Engineer when it was Summit Technology, a manufacturer of refractive lasers for corrective eye surgery, and progressed to Head of Manufacturing.

After Alcon acquired Summit in 2000, the Cork plant was repurposed to an Intraocular lens manufacturing site with Jackie as the General Manager. In 2006, the Cork plant began manufacturing Alcon’s AcrySof® intraocular lenses (IOLs), which replace the eye’s natural lens in cataract surgery. In 2009, Jackie took a three year assignment as General Manager of Alcon’s US Intraocular lens/delivery device site in Huntington West Virginia. She returned to Ireland in 2013 and has continued to grow the Cork site where it employs over 450 people today.

Jackie holds a degree in Engineering (Production) from the University of Limerick as well as a Master’s in Business Administration.

John O’Brien
John O’Brien is S3 Group’s Chief Executive Officer and a member of the company’s Board of Directors. Under John’s leadership, the S3 Group team has created multiple businesses in the Digital Health, Semiconductor, Digital TV and Communications sectors. John has extensive experience in business creation and strategy, business development, and corporate finance including fund raising, acquisitions and successful business exits.

John is currently an active member of the Irish Software CEO Forum and is a member of both the Executive Council of the Irish Software Association and a board member of the Irish Medtech Association. He is an engineering graduate from the University of Limerick, having graduated in 1984 with a Bachelor’s Degree in Engineering (B.Eng.). He earned his MBA (1992) from the Smurfit Business School at University College Dublin. John has also completed the Enterprise Ireland Leadership for Growth program at Stanford University.
John Power
John has been a founder of several technology start-ups and has held executive level positions in R&D, Operations, Sales and General Management in both SME’s and MNC’s. The European Business Awards declared John their European Entrepreneur of the Year 2015/16.

Aerogen has become recognised as the global leader in aerosol drug delivery in the Acute Care setting recording over 30% CAGR 2008-15. Its products have been pivotal in treating more than 4m critically ill patients from 70 countries around the world. Last year Aerogen receive the prestigious Zenith Award from the American Association of Respiratory Care and in prior years has been awarded both the Irish Exporter of The Year and the Irish Medical Device Technology Company of The Year.

John holds an MBA from Oxford Brookes University and as a Chartered Engineer he is accredited with many commercialised International patents. As an Adjunct Lecturer at National University of Ireland, Galway he guest lectures on his core business interests of innovation strategies and technology entrepreneurship. He is a member of the Board of the Irish Medtech Association.

Michael O'Reilly
Michael O’Reilly is Managing Director of Phillips-Medisize Ireland. Michael joined Medisize Ireland in 2006 as General Manager. From 2008 to 2011 he served as Director of Primary Pharmaceutical Packaging at Medisize Corporation with responsibility for its operations in Ireland and Switzerland, during this period Michael served on the management team of the corporation.

Phillips-Medisize Ireland is engaged in the manufacture of complex medical devices and primary pharmaceutical packaging employing 293 at its Letterkenny facility.

Michael served as President of Ibec’s North-West region from 2013 to 2015 and was appointed to the Board of the Irish Medtech Association in December 2015

Michael holds a Master in Business Studies from Letterkenny Institute of Technology.

Padhraic McGinn
Padhraic is currently the Senior Operations Director for Nypro Healthcare with accountability for manufacturing sites across Europe supporting pharmaceutical delivery systems, diagnostics and medical devices business sectors.

Prior to this role he was General Manager of Nypro Healthcare Ireland site with oversight for manufacturing and supply of complex respiratory and auto injector medical devices.

Padhraic also worked for Wyeth for over 10 years in various executive roles including Engineering Director and Operations Director (CNS and Immunosuppressant global product supply). He previously held positions with Organon as Engineering Manager and Allergan Pharmaceuticals as project lead.

He holds a BSc Eng. – Trinity College, University of Dublin, Dip Eng. – Dublin Institute of Technology and MBA – University of Limerick. He is a Fellow of Engineers Ireland, Eur Eng and has served as Chair of the Irish Medtech Association Op Ex taskforce in 2014.
Paula McGrane

Paula McGrane is a Senior Director of Business Planning and Administration, Northern Europe, CEE, France and Switzerland for KCI/Acelity. Paula is a Chartered Accountant and has worked within the KCI/Acelity business since 2005.

In her role she is responsible for the following: Business partner with two Regional VPs in areas including Go to market strategy (direct V distributor business model), integration of the three business units into a combined team and strategic pricing management.

She is also responsible for identifying and monitoring significant business trends and variances to plan in revenue, expenses, headcount, capital, balance sheet and cash flow items and alert senior leadership to issues and drive corrective action.

She leads the annual budget and quarterly forecasting processes within the region by coordinating country management involvement with country analysts in Budapest SSC. She manages cross-functionally to ensure alignment across organization of key success factors and initiatives drive toward expected results. And develops and maintain business and financial models to support internal decision making processes and external stakeholder negotiations.

Tony Kennedy

Teleflex is a global provider of medical technologies designed to improve the health and quality of people’s lives. We apply purpose driven innovation – a relentless pursuit of identifying unmet clinical needs – to benefit patients and healthcare providers. Our portfolio is diverse, with solutions in the fields of vascular and interventional access, surgical, anaesthesia, cardiac care, urology, emergency medicine and respiratory care. Teleflex employees worldwide are united in the understanding that what we do every day makes a difference.

Tony joined Teleflex in July 2007 and is responsible for Global Operations which comprises of procurement, manufacturing, logistics and distribution, as well as all supporting functions.

Prior to joining Teleflex, Tony spent more than 20 years in different senior management roles in operations, supply chain and quality in Saint Gobain, Biomedical Research Limited, Marconi Plc, Fore Systems Inc., American Power Conversion Corporation, General Electric, Philips, Western Digital and Wang Laboratories. Tony earned a Master’s degree in Business Administration from University College Galway and a Bachelor's degree in Engineering from the University of Limerick. Tony is also a Qualified Executive Coach.
Danny McCoy
CEO, Ibec

Danny McCoy is CEO at Ibec, the group that represents Irish business domestically and internationally. Since becoming CEO in 2009, he has led a substantial transformation of Ibec increasing turnover to €26 million, leading a professional services staff of 180 in seven locations and 40+ sub-brands.

Prior to joining Ibec he was a senior economist at both the Economic and Social Research Institute (ESRI) and the Central Bank of Ireland. He has held lecturing posts at Dublin City University, University College London, University of Oxford and Trinity College Dublin and has been a visiting lecturer at the IMD Business School in Switzerland and Harvard University in the US. He has been a consultant for the European Commission and the OECD.

He is a member of the Irish National Competitiveness Council, the National Economic and Social Council and the Export Trade Council. His sits on BusinessEurope Executive Committee and the OECD-BIAC working group on Corporate Taxation.

Danny correctly identified the turnaround in the Irish economy prior to the EU Troika programme and led media campaigns around driving the recovery. He has made significant speeches to the United Nations ILO plenary in Geneva; to the European Business Summit in Brussels; spoken at conferences in the New York and London Stock Exchanges, at the IMF in Washington DC, the World Trade Organisation in Geneva.

Sinead Keogh
Director, Irish Medtech

Sinead Keogh took up the position of Director of the Irish Medtech Association – formerly IMDA – the Ibec sector group in July 2013, having previously worked at the Association since 2005. With over 200 members located throughout the island of Ireland, Irish Medtech’s broad focus is to promote and support an environment that encourages the sustainable development and profitable growth of our multinational and indigenous medical device and diagnostic companies.

In her capacity as Director, Sinead currently sits on a number of national and international boards including HIQA’s HTA Advisory Board, Regulatory Science Ireland and the Board of BioInnovate.

In Europe, Sinead is a member of the EU National Associations Committees at both Eucomed and EDMA. In February 2015, Sinead was appointed Director of a newly established Medtech and Engineering group at Ibec, which houses four trade associations.

She holds a PhD in nanotechnology from the Dublin Institute of Technology and professional qualifications in business and marketing. Sinead has previously worked for 3Com and lectured part-time at DIT.