

# 2nd Annual Medical Devices Sales and Marketing Conference 2017

28–29 September 2017, Cologne, Germany  
Leonardo Royal Hotel

## OVERVIEW

The 2nd Annual Medical Devices Sales and Marketing Conference will bring together leading professionals from the medical device industry, sales and marketing sectors from across Europe to discuss the future strategies for medical device companies on sales and marketing. The main topics will be focused on Sales Strategies, Pricing, Sales Force Effectiveness, Compliance, Risk, Project Portfolio Management, Digital Marketing, Content Marketing, Social Media, Branding and Commercial Strategies. Sales & Marketing practices in the Medical Device industry have changed due to growing competition, pricing pressures, rapidly changing reimbursement, regulatory policies, and increasing influence of non-clinical decision makers. Improving efficiency and effectiveness of Sales & Marketing are key to success in this challenging environment. This event offers a specific networking opportunity – meeting senior representatives from the market. Leading sales and marketing experts in the medical device sector will provide you with tools and analytic techniques to reach your business goals faster.

## KEY BENEFITS OF ATTENDING

- **Learn** how to face the common challenges in the industry
- **Explore** Sales and Marketing trends
- **Discuss** main Sales and Marketing forces driving the market
- **Get the latest information** on Sales and Marketing related to Medical Device Industry
- **Share** strategies with fellow decision makers in the industry
- **Learn** how Medical Device companies are facing the challenges of Sales and Marketing
- **Increase** the Sales and Marketing ROI of your brands by determining marketing tactics that will effectively leverage opportunities
- **How to** make the competition irrelevant by creating a strong content marketing campaign for brands, using value innovation concepts and tools
- **Outline** key issues in Sales such as Pricing, Compliance, Risk, Sales Force Effectiveness, Project Portfolio Management, Regulatory Affairs, ROI
- **Outline** key issues in Marketing such as Digital Marketing, Content Marketing, Social media, Business Development, Branding, Marketing Communications, Influencer Marketing, Advertising & Promotion
- **Benefit** from conference's experience in connecting Medical Device companies and professionals across Europe
- **Meet and get connected** with leading players from the Medical Device market

## WHO SHOULD ATTEND

Vps of Sales and Marketing, Head of Sales & Marketing Department, QA/QC Directors for medical device companies, Experts in: Advertising and Promotion, Medical Device Regulations, Sales Compliance, Risk Project Portfolio Management, Digital Marketing, Social Media, Content Marketing, Influencer Marketing, Upstream marketing for medical device companies

If you would like to see your name on a Speaker Panel and believe you could contribute to this or any other event, please contact

*Blanka Szabados at*

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## EXPERT SPEAKER PANEL

**Chaired by Fernando Ventureira**, Chief Executive Officer, Strattice Partners Limited

**Paula Ljulj**, Senior Manager Brand Management, Paul Hartmann, Germany

**Dr. Tatiana Tarasova**, Head of Strategic Sales Development, Corporate Marketing and Sales, TÜV Rheinland, Germany

**Dr. Thomas Kraft**, Vice President Indication & Marketing Competence Management, Aesculap - B.Braun, Germany

**Carl Williams**, Director of Sales, Connect Hearing Group, Sonova AG, Switzerland

**Jan Benschop**, Chief Operating Officer, Mellon Medical, Netherlands

**Sonia Marin Tomas**, Multichannel Group Marketing Manager Europe, Boston Scientific, Germany

**Thilo Tübler**, Marketing Director, Medtronic, Germany

**Ernesto M. Nogueira**, Managing Director, ValueConnected, Netherlands

**Gilles Lunzenfichter**, VP Sales and Marketing, Medisanté, Switzerland

**Pieterjan Bouten**, CEO, Showpad, Belgium

**Fabio Cicalini**, Managing Partner, Pricing Executive Search, Germany

**Stefanie Leschonsky**, Director EMEA Quality & Regulatory Affairs, Ortho-Clinical Diagnostics GmbH, Germany

**Elisabeth De Canniere**, Global Account Manager, Xplanation, Benelux

**Anita Davenport**, General Manager, Xplanation, US

**Dr. Claus Schaffrath, MD**, Consultant and Owner, MD squared, Netherlands

**Ruud Heugen**, Head of Procedural Solutions, Image Guided Therapy, Philips Healthcare, Netherlands

**Sourabh Pagaria**, Senior Vice President, Head of Business, Siemens Healthineers, Germany

**Peter Schuck**, Vice President Sales and Marketing, Wound Management, Paul Hartmann AG, Germany

**Martin Herzmann**, Business Leader, Materialise Medical, Germany

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Medical Consultancy for Medical Devices

## COCKTAIL SPONSOR

  
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AND MEDICAL DEVICES