



School of
Management and Law

The Silicon Valley Approach to Innovating Medical Technology

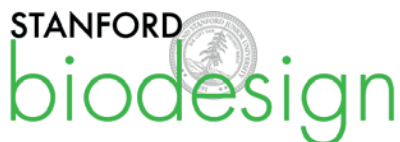
Thursday, 15 November 2018
6.30 – 7.45 pm, Zurich, Lagerstr. 41

Walk-the-Talk Series in
Health Care Marketing



Building Competence. Crossing Borders.

In Cooperation with



The Silicon Valley Approach to Innovating Medical Technology

Guest lecturer: Prof. T. Krummel, Stanford

Join our speaker series for unique insights and best practices in health care marketing and innovation.

SPEAKER

Prof. Tom Krummel, MD, is Co-Director of the Stanford Byers Center of Biodesign at Stanford University, United States. The Center is dedicated to the training of innovators in medical technology and digital health. Since its creation 18 years ago, it has become the leading education center for medical device innovation globally.

Professor Krummel will provide insights into the biodesign innovation process. He will share best practices on how to identify innovation opportunities and translate them effectively into marketable products. The presentation will be in English and will be followed by a drinks reception.

LOCATION

ZHAW, ZL Building, Room 03.06
Lagerstr. 41, Zurich
(a 5-min. walk from Europaallee /
Zurich Main Station)

FOR HEALTH CARE COMPANIES

Professor Krummel will be in Switzerland for meetings on 14 and 15 November. If you are interested in meeting him to discuss how the BioDesign innovation process could benefit your approach to new product development, then please contact:

Dr. Jens Harmann, Senior Lecturer of Health Care Marketing, ZHAW School of Management and Law, Institute of Marketing Management (IMM), jens.haarmann@zhaw.ch

Individual Registration

Free admission, but limited seating. RSVP by 12 November on the ZHAW IMM website.

>>> www.zhaw.ch/imm/walk-the-talk