



DOUGLAS QUEEN

Business Consultant

CONTACT ME

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PROFILE

A Senior Business Executive who has shown a consistent ability to excel through transferrable skills including strategy, leadership and business acumen. Experienced with a demonstrated history of working in the medical device industry, as a global wound care consultant, with over 35 years of international expertise in commercial development, market access and med-tech R&D. One of the industry's leaders in wound care bringing a unique combination of scientific, clinical knowledge and business acumen to the broader healthcare arena.

SKILLS

- Interpersonal & Communication
- Organizational & Attention to Detail
- Creativity
- Teamwork
- Decision Making
- Research & Strategy

WORK EXPERIENCE

Business Consultant & Principal 2000 – Present
CANCARE CONSULTANCY SERVICES, TORONTO

Consultancy advice provided is mainly in the areas of product and commercial development, including marketing strategy. Consultancy has allowed me to work with a number of major companies and small start-up organizations, providing a significant network of colleagues in different areas.

Business Consultant 2020 – Present
WoundPedia, Toronto

Advise on the commercial and marketing strategy for the organisation. Help with WoundPedia's clinical and scientific research and regional, national and international education initiatives. This is a small not-for-profit organisation which also functions internationally.
[Contact : Dr Gary Sibbald - 416.845.6163]

VP Marketing 2021 – Present
MIMOSA Diagnostics Inc, Toronto

Lead for commercial and market development of a medical imaging technology both within North America but also Internationally. This involves commercial and marketing activities and also includes scientific and clinical affairs. Also act as mentor for leadership and other staff.
[Contact : Dr Karen Cross - 647.895.1259]

Wound Care Consultant 2021 – 2021
vTail, London, UK

Responsible for helping with the commercial strategy and continued development of the organisation. This involves activities relating to the establishment of the digital platform within the USA. As a senior consultant responsible for the integrated commercial success of the organisation, ensuring integration of international approaches and organisations.
[Contact : Barry Wolfenson - barry@vtail.co]

VP Commercial Development 2018 – 2020
Swift Medical Inc, Toronto

Lead for commercial development and continued market development of a digital wound management product (Swift Skin and Wound Solution) both within North America but also Internationally. This involved commercial and marketing activities and also included scientific and clinical affairs. Also acted as mentor for leadership and other staff.
[Contact : Carlo Perez - carlo@swiftmedical.com]

WORK EXPERIENCE

Commercial Director 2016 – 2017
Perfuse Medtec Inc, London

Responsible for the commercial strategy and continued market development of the geko Wound Therapy device within Canada. This involved all commercial and marketing activities, as this is a small start-up organisation.
[Contact : Geoff Fournier – 519.852.1544]

International Consultant 2014 – 2016
Wound Management Innovation CRC, Brisbane, Australia

Responsible for helping with the commercial strategy and continued development of the organisation. This involves activities relating to translational elements of this government-funded initiative. As a senior consultant responsible for the integrated commercial success of the organisation, ensuring integration of international approaches. Also included marketing Australian approaches to other geographies globally.

Commercial Director 2013 – 2015
Welsh Wound Innovation Centre, Wales, UK

Worked on establishing and funding of this entity from 2008–2013. Upon funding became Commercial Director. Responsible for the commercial strategy and development of the organisation, making sure that all functions of the organisation are aligned to meet its strategic commercial objectives.
[Contact : Dr Keith Harding – hardingkg@cardiff.ac.uk]

Business Development Director, 2015 (Part-Time) 2011 – 2015
Executive Director, 2014 (Part-Time)
Strategic Development Director, 2011 – 2013 (Part-Time)
Canadian Association of Wound Care, Toronto, Canada

Provided strategic direction and development of novel programs to freshen the association and build platforms for growth. In 2014, acted as Executive Director, to lead and evolve CAWC into a fit for purpose association moving forward. In 2015 with a new ED in place helped with rebirth and changes in strategic direction.

CEO and Founder (Part-Time) 2010 – 2017
TraxMedica Inc, Toronto

Established a company based in Canada to creation National Wound Registries. Working with national associations and societies to create such registries and to provide the tools necessary for the capture of anonymized patient wound data.

Business/Clinical Development Director (PT) 2004 – 2009
Mologic Ltd (UK)

Joined as a consultant and Board Director in 2004. Provided marketing and business/clinical development advice in area of wound diagnostic development and marketing. Resigned from the Board as of the end of 2009 due to acquisition of the company.

World Union of Wound Healing Societies (PT) 2004 – 2008
University of Toronto, Toronto

Leadership role in the organisation of the World Union of Wound Healing Societies 3rd Congress in Toronto with nearly 4000 delegates. Budget responsibility and corporate sales.

EDUCATION

BSc (Hons) Biochemistry
University of Strathclyde, Glasgow, UK
1979 -1983

PhD in Biomedical Engineering
University of Strathclyde, Glasgow, UK
1983 -1986

MBA
Manchester Business School, UK
1993 -1996

AFFILIATIONS

- Editor and cofounder of International Wound Journal
- Treasurer and Board Member Wounds Canada Foundation Board (nonprofit organization) (past)
- Member of Research Committee, Wounds Canada
- Member of Corporate Advisory Board, Wounds Canada
- Honorary Research Fellow, Department of Wound Healing, Cardiff University, UK

PUBLICATIONS

Over 150 publications
(<https://orcid.org/0000-0002-1044-6044>)

REFERENCES

ACADEMIC/CLINICAL

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Professor Emeritus Cardiff University
Wales, UK

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COMMERCIAL

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PERSONAL

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CEO, Wounds Canada

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Email: Mariam.botros@woundscanada.ca

WORK EXPERIENCE

CONVATEC (BRISTOL MYERS SQUIBB COMPANY) – UK AND USA

Group Product Director Wound & Skin Care (US) 1998 – 1999

Role: In general, the main element of work was market analysis & brand/strategy development, implementation, budgeting (responsible for a \$4.5 million DPE budget) and all aspects of man management including recruitment.

Achievements included: 1) Developing & implementing a customer orientated, flexible communication program primarily to drive contract compliance (estimated \$2 million dollars in sales in first year); 2) launch of two new technology platforms into the USA, both very different ventures for ConvaTec; 3) responsible for the revitalisation of skin care line (\$27 million portfolio) and for the rationalisation of wound care line; and 4) instigated a program evaluating a completely new outcomes-based business model for the USA.

European Marketing Director Wound & Skin Care 1995–1998

Role: Developing a comprehensive pan-European strategic marketing plan including market analysis & strategy identification; forecasting and budgeting new product introduction; new business opportunity assessment, in-licensing and acquisition targeting. Management of external consultant relationships, advertising agency and publication agency. Co-ordination of cross marketing programs with strategic partners on a pan-European basis. In general, the main element of work was strategy development, implementation, budgeting (responsible for a \$2 million budget) and all aspects of man management including recruitment.

Achievements included: 1) Orchestrated the most successful pan European for new product. Sales were in excess of \$5 million in the first year; 2) directed 4 additional new product developments from concept to launch, with responsibility for post launch tracking at a European level. These products accounted for an additional \$20 million in sales; 3) managed within a multicultural environment supporting France, Germany, Italy, Spain and the UK, along with other European countries; and 4) served on the Board of Directors for the UK company (1995–1998).

Product Development Director (1992 to 1995) 1986–1995

Technical Development Manager (1989 to 1992)

Technical Development Scientist (1987 to 1989)

Postdoctoral Research Fellow (Brighton University 1986–1987)

Role: Responsibilities sequentially increased as a programmed career development. The included: development strategic planning, budgeting and implementation; new produce creation and development; new business opportunity technical assessment; in-licensing and acquisition technical support, clinical trials. The supervision of 25 staff (responsible for a \$3 million budget), site management and man management.

Achievements included: 1) The design, development and launch of several new products and technologies which contributed around \$50 million worldwide; 2) management of the building of a new \$10 million research & development facility; 3) creation of a significant consultative relationship portfolio with global opinion leaders both scientific and clinical; 4) design and development of a pilot plant capable of manufacturing clinical trials supplies; and 5) application for and receipt of the Queen's Award for Technological Achievement for company's major brand.