

## Dr Nick Pay

Nick has had extensive international **sales and marketing** experience in the **medical devices, life sciences and diagnostics/genomics** fields. He has been CEO of a UK diagnostics instrumentation start up, and more recently head of the business unit of Oxford Gene Technology, a microarray company. Previously he was senior vice president – strategic planning for Roche Diagnostics’ molecular diagnostics business unit.



His career demonstrates a proven and highly successful track record within the Life Science, medical consumables & devices and Diagnostics industry. From early sales and marketing assignments to a total strategic organizational re-engineering exercise which exploited emerging and disruptive technological and scientific events. A complex problem solver who values people as the greatest asset in an organization with a strong scientific background Nick understands the strategy process to produce strategy which delivers results. Comfortable working at board level through to local sales teams Nick is able to inspire people to back ideas and objectives and attain results.

Nick currently works as an independent consultant to companies in the Life Science and diagnostics fields with focus on

- Technology evaluations and scouting
- Business development
- Marketing and Sales
- Strategy development.
- Strategic Analysis

Two international assignments (one as a Business Director with responsibility for European Sales and Marketing for a large US diagnostic company Becton Dickinson and another as International Sales and Marketing Manager for an Instrument Manufacturer) where he was ex-domicile and this experience has given an empathy with different cultures and managing people with varied backgrounds and approaches to the business process in a Global Environment.

### Experience

2005 to present	GenomicsVisions Consultant	Principal
08/2003 to 06/2005	Oxford Gene Technologies <b>(Contract Research Organization in Life Sciences)</b>	Head of Business Unit.
<b>05/2002 to 08/2003</b>	<b>Cytomyx PLC</b> <i>(Provider of Genomics services)</i>	<b>Commercial Director</b> <b>Consulting role</b> <b>Non-executive Director</b>
05/2001 – 05/2002	Kalibrant Ltd <b>(Diagnostics Instrumentation Start-up)</b>	<b>Chief Executive Officer</b>
06/1997 – 05/2001	Roche Diagnostics <b>(World’s leading diagnostics company)</b>	<b>Senior Vice President – Strategic Planning</b>
01/1990 – 03/1997	Becton Dickinson France <b>(leading medical device company)</b>	European Business Director – Tissue Culture Products