INTERNATIONAL EXPANSION OF INNOVATIVE MEDTECH

Mina Mekhail, Ph.D.
Vice President and Scientific Affairs Lead
Impactful Health Solutions

BIO

Mina Mekhail is the VP and co-founder of Impactful Health Solutions (IHS). He has more than 13 years of experience in biomedical research and healthcare innovation. After completing his PhD at McGill, he worked as a Project Manager and Innovation Lead at the Shriners Hospital for Children-Canada, where he initiated and managed 11 innovation projects. He then co-founded IHS to help MedTech companies take their products into the Middle East. As a serial scientist-entrepreneur, he is the winner of more than 20 awards and recognitions, author of 14 publications in top scientific journals, and has multiple patents.

ABSTRACT

There is a growing need in the Middle East for innovative MedTech products that target some of the region’s most pressing healthcare issues, such as diabetes. The region is, therefore, fertile ground for North American companies to grow their business. At IHS we partner with innovative Medtech companies to expand their products into 9 countries in the Middle East. We work closely with them to conduct primary and secondary market research, identify the best product-market fit, come up with a go-to-market strategy, and finally sign distribution agreements with our network of distributors in the region.

Amir Mekhail, President of IHS, has 25+ years of global experience in marketing, sales and general management in more than 20 countries including the Middle East, North East Africa & United States. He brings a wealth of experience doing business in the region. Mina Mekhail, Vice President of IHS, brings the scientific knowledge in the biomedical space in order to identify innovative MedTech companies, validate the value proposition and pitch the benefits to end users such as physicians and surgeons.

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