

9th Annual

Sensors in Medicine 2021

Virtually

Sensor **100**

8 - 12 November
02:00 - 06:00 pm
GMT Daily

Panel Discussion

Wednesday 10th November 5:00 - 6:00 pm GMT

Moving sensor technology from lab to marketplace

There are literally hundreds of new sensors technologies reported each year but very few of them make it to market or clinic. A recurrent theme at previous Sensors in Medicine conferences has been the barriers to commercialising new technology. At SiM21 we propose to reverse the issue and look at what is required to make a new sensor technology successful. After opening statements by our guest panel who all have significant experience in commercialising new technology, the topic will be open for discussion by everyone. [Register Now](#) to participate in the discussion.

The Panel

Steve Whalley, *Moderator*, has 30+ years of experience in the semiconductor, MEMS, and sensors industries, including 25 years with Intel. He has led complex international development projects.

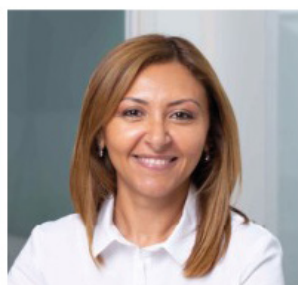
Rouzet Agaiby is an Associate Director at eg technology Ltd where she enables clients to articulate their ideas and understand the processes involved in taking these ideas and turning them into real, marketable products.

Martin Peacock is a founding Director at Zimmer and Peacock, among the fastest growing sensor companies, focused on partnering to bring collaborators biosensors and medical diagnostics to market, through development and ultimately manufacturing.

Anne Lane is CEO at UCLB, the technology transfer business of University College London. She has extensive experience in commercialising technology in an academic environment.



Steve Whalley
Strategic World
Ventures



Dr. Rouzet Agaiby
eg technology



Dr. Martin Peacock
Zimmer and Peacock



Dr. Anne Lane
UCLB