



**AUSTRALIA BIOTECH
INVEST & PARTNERING 2018**
Connecting capital with innovation

Tuesday 30 October
Sofitel Melbourne on Collins
ausbiotechinvestment.com.au

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Company profile

Fitgenes Australia Ltd.

Fitgenes is an Australian healthtech company offering a range of personalized, premium health and wellness solutions using DNA profiling, superior analytics and excellent customer service since 2009. Focussing on actionable outcomes, up-to-date, peer-reviewed literature and easy to implement business models, Fitgenes offers products in retail environments, direct to consumer and through a network of Fitgenes-trained multidisciplinary accredited practitioners.

Fitgenes operates in Australia and has distributors in New Zealand, Malaysia, Philippines and Hong Kong. The global community of multi-disciplinary healthcare practitioners numbers over 900 individuals and clinics across Australia, SE Asia, New Zealand and the USA.

Speaker Profile

Bob Atwill BSc (Hons), MBA, MCIM Chief Executive Officer



Bob Atwill joined Fitgenes from Benitec Biopharma where he was Senior Vice President New Business & Collaborations. He had a focus upon new business opportunities, associated fundraising, collaborations, licensees and customer relationship management. He has over 30 years experience in the global pharmaceutical, gene & cellular therapies, biotechnology, medical device, diagnostic and IT and consultancy sectors. He has been a CEO for over 14 years and a Senior Executive and Corporate Officer in NYSE, NASDAQ, LSE & ASX organisations since 1997.

Bob was a Director for Cyto Therapeutics Pty Ltd, the Australian subsidiary of San Diego based International Stem Cell Corporation (ISCO). He was CEO of Cytomatrix Ltd (Nohla Therapeutics, Seattle) and a Group Executive and Regenerative Medicine Division CEO for Allied Healthcare Group (Admedus). He has consulted in strategy and commercialisation for Mesoblast across its portfolio of Mesenchymal Precursor Cells. Bob was also the CEO & MD of Clinical Cell Culture (Avita Medical), Sales & Marketing Director of the Corin Group Plc and European Managing Director of the Sun Healthcare Group Inc.



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Bob has a BSc (Hons) in biochemistry from the University of Bristol and an MBA from Ashridge Management College in the UK. He has also participated in Executive/President programs in the United States at Yale and UCLA. Bob is a member of the Institute of Directors and Chartered Institute of Marketing.