

# WHO WOULD YOU LIKE TO SEE WIN THE MCCULLOUGH ROBERTSON LSQ INDUSTRY EXCELLENCE AWARD 2018?



**Prof Mark Kendall**

**CEO, WearOptimo; Vice Chancellor's Entrepreneurial  
Professor, Australian National University**

Professor Kendall is one of the world's leading medical-technology innovators, and his work is at the centre of finding new ways to use technology to help address some of the major healthcare challenges facing the world.

Mark was recently appointed as an Australian National University (ANU) Vice Chancellor's Entrepreneurial professor and is CEO of his latest enterprise, WearOptimo - a landmark and revolutionary company developing microwearable technology to help drive the future of personalised medicine and diagnostics.

Microwearables i.e. simple, wearable devices, have the opportunity to be a cornerstone of precision medicine by offering personalised diagnostics across a range of diseases.

WearOptimo is an exciting addition into the QLD life sciences ecosystem and is being developed as a fit-for-purpose enterprise to rapidly compete at scale – meeting the unique opportunity at the nexus of three growing markets: IoT for medicine; personalised medicine; and wearable devices for healthcare.