

Press Release: For immediate release

13 November 2007

## **Michelson Further Strengthens Management Team**

(311 Words)

Cancer imaging technology company Michelson Diagnostics Ltd has further strengthened its management team, recruiting experts in medical marketing and strategic finance.



**Tom Flynn BA(Eng) FCA MBA** joins as Finance Director. After 10 years in accountancy with KPMG, Tom did an MBA at LBS and joined Thorn EMI as a Corporate Strategist. In 1989, Tom left Thorn with a colleague to set up a strategy consultancy, advising blue chip companies on business development, market innovation and growth (clients included Siebe, Barclays, Rolls Royce, Dunlop). In 2001, he undertook a 2 year strategic project for the NHS, piloting innovative working in 6 acute trusts. In 2003, Tom joined in a management buyout of the instrumentation rentals company Livingston Hire, and as Group Finance Director, played a key role in turning the company round, selling his stake in 2006. He is now focusing on building a portfolio of innovative, high growth potential, ethical businesses, and joined MDL in October 07 as Finance Director with the aim of complementing the skills of the strong founder management team.



**Katy Draper Chartered Marketer, BSc(Econ), MCIM, RGN** joins MDL as Head of Marketing. Katy is a Chartered Marketer with over 20 years commercial healthcare experience. Katy is a healthcare marketing expert whose career began in sales and marketing with Bristol Myers Squibb where she was responsible for the leading wound care brand, Granuflex in Hospital and Primary Care and launched Irriclen and several other line extensions to the Granuflex range in the UK and European markets. This was followed by 5 years with Salts Healthcare in stoma, orthotics, dispensing appliance contractor and breast care markets across the world. Since this time Katy has augmented this experience with banking, public sector and start up work and as well as setting up the rapidly growing Marketing Medicine, a specialist medical marketing agency which works across the spectrum of healthcare businesses.

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**For further information and press enquiries contact :**

Jon Holmes, Chief Executive Officer

**Michelson Diagnostics Ltd**

Michelson Diagnostics Ltd, 11A Grays Farm Production Village, Orpington, Kent, BR5 3BD, UK

[Jon.Holmes@md-ltd.co.uk](mailto:Jon.Holmes@md-ltd.co.uk)

+44 (0) 20 8308 1695

Web: [www.michelsondiagnostics.co.uk](http://www.michelsondiagnostics.co.uk)

Higher resolution versions of the pictures are available on request from the contact above.

Michelson Diagnostics Ltd is the UK's leading independent manufacturer and developer of Optical Coherence Tomography medical imaging equipment. Founded in 2006, it is based in SE London, UK. The company's highly innovative optical probe technology offers the best available sub-surface OCT images for research applications in cancer surgery guidance, surveillance and diagnosis.