

Gordon McKenzie, PhD

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PROFILE

Entrepreneurially focused engineer who co-founded and ran a successful medical device start-up company from conception, through planning, funding, and clinical trials, to be a world leader in its field. Direct fundraising experience with a total of £19M in equity and non-debt finance raised since 2006. Founded a consultancy specialising in early stage MedTech applications and value-proposition development. Extensive expertise in strategy, with a very wide range of demonstrated hands-on skills relevant to early, innovative, growing companies.

KEY ACHIEVEMENTS

- Won the inaugural Faraday Partnerships Investment Competition for the business plan that launched Michelson Diagnostics. I was a co-Founder and one of two working on the plan and pitching.
- Raised a total of £13.9 million in equity funding over 15 rounds from a combination of angel, VCT and corporate venturing funds. I was directly involved in overall preparation and pitching for the first £5.8M, and supported further rounds.
- Identified and managed Key Opinion Leaders and pilot customer sites in five countries, resulting in the publication of 73 clinical papers and 58 research focused papers in a variety of peer reviewed journals, plus 10s of conference presentations and proceedings.
- Founded and ran the Clinical Advisory Board, reporting to the main board, advising on clinical and market strategy.
- Planned, implemented and had published in a major journal a six centre, prognostic diagnostic trial for a total cost of £16,000.

PROFESSIONAL EXPERIENCE

FOUNDER AND CEO

JANUARY 2016 - PRESENT

GBF Strategy Ltd

Bradford on Avon, UK

- Leads a small team providing strategic mentoring and support to early stage enterprises and medical device companies, with a particular emphasis on imaging and Artificial Intelligence (AI).
 - Business support focuses on value proposition development, strategy, business planning, investment readiness, technology evaluation and integration, and marketing support.
 - Clinical support focused on all aspects of early stage clinical management and research, including Key Opinion Leader recruitment and management, clinical trials planning and implementation, planning and preparation of literature surveys and feasibility assessments, academic paper authoring, and reimbursement modelling and research.
- Clients include:
 - Mavig GmbH, providing strategic, clinical and administrative support for their expansion into the UK medical imaging market.
 - Intelligent Ultrasound Ltd, a division of Medaphor group. Leading the value proposition work for ScanNav LFR, and coordinating the rollout of the clinical pilot program.

INNOVATION SPECIALIST

MARCH – AUGUST 2016

Business West

Bristol, UK

- Worked with Business West to help deliver their innovation2succeed innovation coaching program.

MENTOR

OCTOBER 2015 - PRESENT

Natwest Entrepreneurial Accelerator

Bristol, UK

- Working with very early stage companies to assist them in preparing for growth and investment.

CO-FOUNDER AND DIRECTOR OF CLINICAL DEVELOPMENT**MARCH 2006 – SEPTEMBER 2015**

Michelson Diagnostics Ltd

Maidstone, UK

- Co-founder and main board member.
- Early business strategy and planning.
 - Directly involved in the preparation and pitching of the business plan up to VCT level, resulting in a total of £5.8M raised in the first seven rounds, then supported the raise of a further £13.2M from VCT and corporate partnering.
 - Responsible for clinical aspects of the business plan and regulatory system, for early IP strategy, and for company IT systems.
- International growth.
 - Worked in New York for two years to lay the groundwork for an expansion into the USA.
 - Oversaw a series of prospective trials at internationally renowned centres demonstrating in peer reviewed publications that there was a significant potential benefit in using our technology.
 - Undertook financial modelling to demonstrate the potential cost savings and process improvement to medical centres in adopting our technology.
- Customer-Engineering liaison.
 - Worked closely with the engineering team and clinicians to specify design requirements
 - Performed field installation, training, support and repair.
- Key Opinion Leader Management.
 - Developed a network of clinicians to guide, test, trial and support imaging device use.
 - Formed and ran the Clinical Advisory Board, and formed the OCT in Focus network.
- Clinical trials planning, implementation and reporting
 - Specialised in low-cost, collaborative delivery. For example a level-1, 250 lesion, 6 centre prospective diagnostic imaging trial published in the BJD for a total cost of £16k.

SALES APPLICATIONS ENGINEER AND SMART OPTICS TECHNOLOGY TRANSLATOR**JANUARY 2004 – MARCH 2006**

Sira Technology Ltd

Chislehurst, London UK

- Coordinated the setting up of new development ventures with external clients, specifying technical requirements, coordinating development plans and negotiating terms and prices.
- Helped run the technology translation activities within Smart Optics Faraday Partnership, visiting member companies and recommending collaboration partners based on their technical skills and needs.

EDUCATION

PHD IN ANALYSIS OF MEDICAL LASER ABLATION

University of Warwick, UK

(Graduated 2003)

- Researching laser tissue-ablation analysis techniques under Professor Peter Bryanston-Cross.
- Developed an analysis technique to allow direct quantification of molecular ablation efficiency, encompassing molecular biology and laser techniques.
- Arranged access, planned, and conducted multiple experiments at the FELIX Facility in the Netherlands.

BENG MENG (HONS) IN MANUFACTURING SYSTEMS ENGINEERING

University of Warwick, UK

(Graduated 1999)

OTHER EXPERIENCE

- Member of the Institute for Engineering Technology.
- Excellent computer skills. Full, clean drivers license and car owner.

INTERESTS AND ACTIVITIES

I enjoy outdoor pursuits in my spare time, in particular both cross country and downhill mountain biking, hill walking, via-ferrata, and mountaineering in the UK, Alps and N America.