The State of FemTech 2021-2022: Industry Review and Outlook

Virtual Conference

27 January 2022

5:00 - 6:30 PM GMT
Laina Latterner is an accomplished, strategic sales and marketing consultant with over 15 years of experience in the global medical device industry with organizations including Roche Diagnostics and McKesson.

Her critical thinking and innovative ideas combined with her deep knowledge of laboratory testing, women's health, and healthcare reform, enable her to identify unique opportunities in the marketplace for her clients.

She is passionate about working towards health equity and improving women’s health globally.
Kate Batz is Director of FemTech Analytics and Managing Partner of Longevity.Capital, a specialized investment fund focused on the Longevity Industry. She is also Director of Strategy and Business Development at Deep Knowledge Ventures Group, comprising of Deep Knowledge Ventures, Aging Analytics Agency, and Deep Knowledge Analytics. Kate is an experienced corporate attorney by background, licensed to practice law in California, New York, and Russia, with extensive sales and marketing experience.

At the beginning of her career, Kate was involved with international litigation when she worked for a former Pennsylvania state senator. As a corporate attorney, Kate worked with many Fortune 500 clients. Compelled by the paradigm-shifting advances in science and technology in the fields of aging and Longevity, Kate joined Deep Knowledge Ventures Group. Kate is based in San Francisco, California.
Susan Trent
CEO at Atlantic Therapeutics

“A Direct-to-Consumer Approach to Tackling a Taboo Topic”

Susan has enjoyed a 20+ year career in GSK Pharmaceuticals and Consumer Healthcare, with extensive International experience gained in the UK, Latin America, Japan, SE Asia and USA. She has held GM, marketing, sales, business development and strategic planning roles at an operational and above-country level. She has proved adept at delivering results in diverse environments through strong relationship-building at all organizational levels.

Throughout her career, Susan’s particular area of focus has been in building brands that leverage strong science to meet a clear unmet consumer need. In her most recent role pre-AT, she created a new consumer brand in prostate health for a nutraceutical company, successfully launching it in the US via direct-to-consumer eCommerce and medical endorsement. Immediately prior, she ran GSK’s newly acquired Skin Health portfolio, taking traditionally hcp-focused brands and successfully bringing them into the consumer marketplace with compelling communications campaigns and appropriate commercial strategies.
As a passionate food scientist, Michelle looks to combat global food security and malnutrition in everything she does. She has expertise in dairy fermentation, formulation, and processing and is thrilled to ditch the cows for humans. Inspired by upstream solutions for infant nutrition at the Bill and Melinda Gates Foundation, she became obsessed with advancing human nutrition through better infant feeding options. Michelle seeks to harness the capacity to drive environmental and social change through creative food solutions with a consumer-first design. Her entrepreneurial expertise in social impact and sustainable business models drives her commitment to seeking mission-aligned partners.
As CEO and Co-Founder of Maila Health, Dr. Samantha Lattof works to improve maternal and newborn health by bridging research and technology. Dr. Lattof has over fifteen years of experience conducting womxn’s health research and driving global health programs and projects. Her research has been used to develop health guidelines and inform policy. She has consulted for the World Health Organization’s Network for Improving Quality of Care for Maternal, Newborn and Child Health; Ipas; and LSE Enterprise. Prior to consulting, she worked for the London School of Economics and Political Science, Harvard School of Public Health, and Columbia University. Dr. Lattof earned her PhD at the London School of Economics and Political Science and her Master of Science at Harvard School of Public Health.
Terri Harris is the Head of Media for FemTech.Live, the largest FemTech-focused media site, as well as supporting the first FemTech-focused accelerator FemTech Lab. Through her work with both FemTech.Live and FemTech Lab Terri has her finger on the pulse when it comes to FemTech, staying ahead of the latest trends and investments.

Terri is also a Sexual and Reproductive Health educator who has worked in the Middle East, East Africa and the UK supporting women, girls and people who menstruate to be more conscious of their bodies and the power they hold.
Dr. Michelle Perugini is a health tech entrepreneur with extensive experience in healthcare and advanced AI technologies. Michelle is an avid supporter of the AI and women’s health sectors globally, and Winner of the 2021 Women in AI (WAI) Healthcare Award. She has a PhD in Medicine and was a post-doctoral research fellow in Oncology for a decade. She has founded 2 global AI tech companies, the first of which was acquired by EY in 2015. Michelle is currently Co-Founder and CEO of Presagen, an AI healthcare company building The Social Network for Healthcare, with a focus in Women’s Health. Presagen’s first product Life Whisperer uses AI for embryo selection to improve pregnancy outcomes in IVF, and is being used in IVF clinics globally.
About FemTech Analytics

FemTech Analytics (FTA) is a strategic analytical agency focused on the emerging FemTech sector, providing insights into key sub-sectors such as Reproductive Health & Contraception, General Healthcare, Longevity, Mental Health, Menstrual Health, Pregnancy & Nursing, Sexual Health, Pelvic & Uterine Healthcare, Menopause Care, and Women's Wellness. FTA offers a range of services including research and in-depth analysis on the FemTech industry, profiling of companies and government agencies based on their innovation potential and business activity, and consulting and analytical services to advance the overall FemTech sector.

FemTech Analytics is part of Deep Knowledge Group, a consortium of commercial and nonprofit organizations active on many fronts in the realm of DeepTech and Frontier Technologies (AI, Longevity, FinTech, GovTech, InvestTech), ranging from scientific research to investment, entrepreneurship, analytics, media, philanthropy, and more.

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