

## Chee Hew, Director, Key Account Medtech



- Chee Hew is an experienced consultant in the healthcare and life sciences sector in North America and Asia Pacific, with more than 20 years of experience in business and operational strategy consulting, leveraging strong market research capabilities. She has more than 20 years of healthcare experience specifically in China.
- Prior to EIU Healthcare/Clearstate, Chee was the Strategy & Change Pharmaceutical leader in IBM Global Business Services (previously PricewaterhouseCoopers) in China. Before that, she was with the North American R&D pharmaceutical industry practice based in Toronto.
- Chee has extensive experience working with senior executives of both healthcare and life sciences companies and government organizations to develop and implement strategic plans.
- Chee focuses on medtech clients globally, working with global leaders such as Abbott Diagnostics, Boston Scientific, Medtronic, Roche Diagnostics, Danaher and Philips. Chee has managed large scale projects to provide credible market insights to help clients achieve sustainable growth. She has led numerous consulting projects to formulate winning go-to-market strategies in emerging markets in Asia Pacific and Latin America.
- She has published various white papers and presented at major conferences on current healthcare topics in Asia. She has covered topics such as “Future Outlook for Health in China”, “SE Asia: The New Emerging Healthcare Market Challenge”, “Digital Healthcare”, etc.
- Chee holds an MBA from Schulich School of Business, York University (Canada) and BSc (Hons) in Microbiology from University of Toronto