



## **TINA MARSHALL**

Lead Consultant / UK

# THE LAUNCH ADVISORY TEAM

BusinessCare for HealthCare™

### **TINA MARSHALL SUMMARY**

- Marketing Launch
- Business Launch
- Crowd Funding
- Sourcing

Tina Marshall has national and international experience working with healthcare organizations including Becton Dickinson, KCI Medical (an Acelity Company), and I C Net International (clinical surveillance software); she was responsible for the marketing and product management functions of the businesses.

During her career, Tina has successfully launched numerous products, programs, and services in various therapeutic areas including regional anesthesia, scalpels and blades, infusion therapy, negative pressure wound therapy, infection prevention and control, and antimicrobial stewardship software. Her work has given businesses exceptional advantages achieving and often exceeding expected growth in market share, revenues, and profitability.

Helping businesses to grow through enhanced marketing capabilities, Tina is member and certified marketer of the prestigious Chartered Institute of Marketing (CIM), the world's largest professional marketing organization. In addition to her business and marketing credentials, Tina is a business and marketing lecturer at Abingdon & Witney College in South England.

Tina is Founder and Director of Creating Sense, Ltd, in Oxford, England. Leveraging her experience, Tina focuses in offering global marketing functions for medical and surgical device manufacturers, life sciences businesses, and healthcare software organizations.

Tina Marshall makes her home with her family in Oxford, England.