

## **Agnes Bornet is the New CEO at MEDi.ia, Bringing Extensive Expertise in Medical Innovation Promotion**



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Agnes Bornet has assumed the role of Chief Executive Officer (CEO) at MEDi.ia, marking a pivotal moment for the company's trajectory. With her profound expertise in medical innovation promotion, Bornet is poised to steer MEDi.ia towards new heights of success.

Prior to her appointment at MEDi.ia, she served as a Board Member at AlphaBrain, where she played a crucial role in leveraging artificial intelligence to customise anaesthesia depth based on EEG signals. Her responsibilities encompassed defining the business model, spearheading product development initiatives, and formulating strategic approaches within the medical domain.

Moreover, Bornet's tenure as a Medical Devices & Biotech Expert at Bpifrance further solidifies her stature as a leading figure in the healthcare sector. In this capacity, she served as an Independent Health Expert tasked with meticulously evaluating startup projects in healthcare, determining their eligibility for funding and support from Bpifrance. Her contributions were instrumental in advancing the institution's public programme and investment strategy tailored towards enhancing healthcare in France by 2030.

At MEDi.ia, Bornet brings to the table a wealth of experience in various critical domains. Her proficiency spans strategy and business plan development on an international scale, encompassing product innovation, regulatory compliance, go-to-market strategies, and licencing agreements. With a keen focus on implementation, she is adept at fostering key opinion leader (KOL) networks, establishing reference centres, and forging distributor contracts to facilitate market penetration and expansion.

Bornet's appointment underscores MEDi.ia's commitment to driving innovation and excellence in the field of medical technology. Her visionary leadership and proven track record are poised to propel the company towards achieving its strategic objectives and cementing its position as a frontrunner in the healthcare industry.

**Image Credit:** [LinkedIn](#)

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