

AGENT ASSIGNMENT

AGENT PROFILE

Employee of XMed and member of XMed's R&D team

INNOVATION INITIATIVE

A OneShot disposable vaccine syringe that seems ideal for the Sub-Saharan African market.



XMED

XMed is an international company with 120K employees that manufactures a wide range of medical equipment. It's revenue last year was \$25bn with 5% spent on R&D.

HEALTHCARE IN AFRICA

The annual operating budget of all of Sub-Saharan Africa hospitals last year was \$15bn, about the same as that of France.

Many of the continent's population of 1.2 billion have limited access to hospitals or any form of healthcare, and many countries do not have medical insurance.

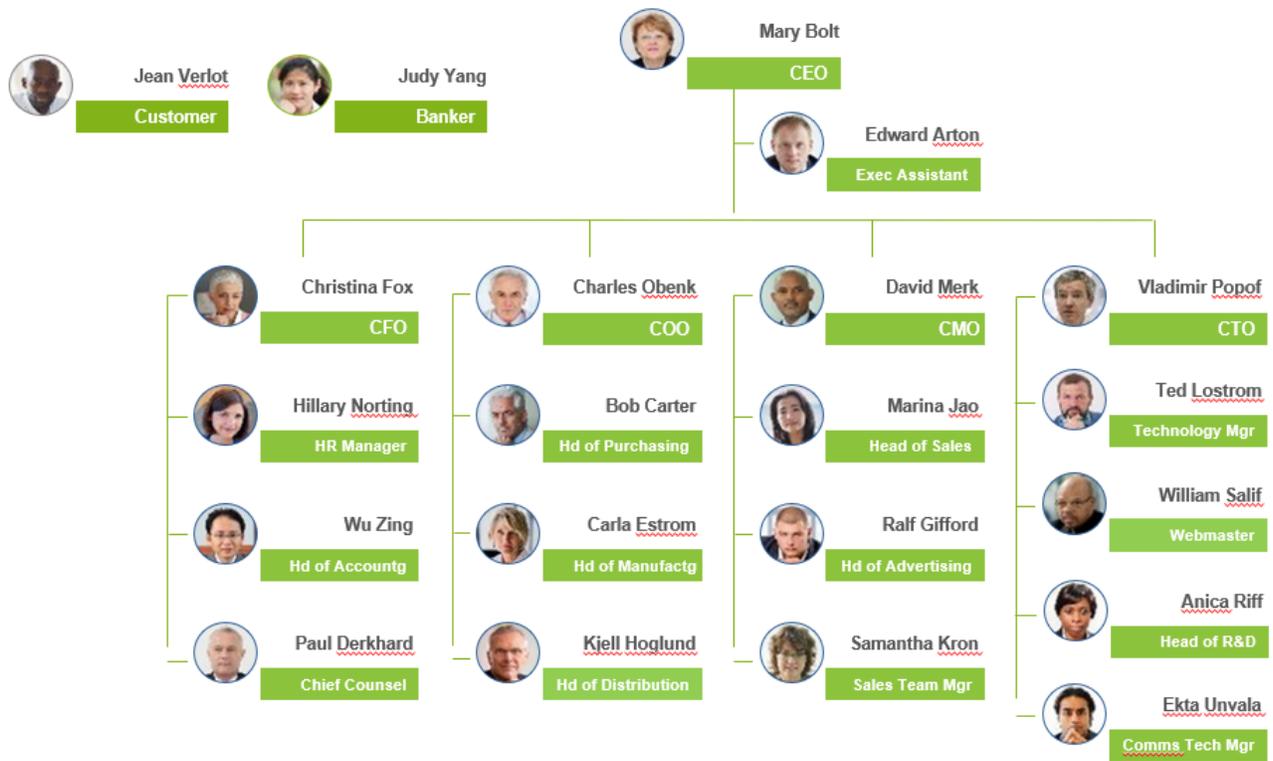
Demand for simple medical procedures (and thus devices) is enormous, and largely unsatisfied, due to lack of hospitals, doctors, training and also funds to pay for the treatment either from the individuals or their insurers or national social security systems.

MISSION GOAL

To collaborate with your assigned team members to influence 21 stakeholders in '100 minutes and 100 days' to adopt your innovative solution of a OneShot disposable vaccine for the Sub-Saharan African Market.



STAKEHOLDERS



 **ExMED** org chart

DESCRIPTION OF STAKEHOLDERS

External
Office of the CEO
Finance

EXTERNAL	
<p>Jean Verlot Customer Jean is Head of the European Union (EU)'s Department of Health Procurement. He is on the lookout for products that can help both the European community and developing countries around the world that rely on help and advice from the EU. Health care providers in Africa pay attention to his opinion on future directions in health procurement.</p>	
<p>Judy Yang Banker Judy is a Senior VP at the European Bank of Commerce and Investment (EBCI), and is ExMed's main point of contact. Judy has strong ties with members of the bank who are underwriting African businesses and are connected to many of the large African banks and members of the African business community.</p>	

OFFICE OF THE CEO	
<p>Mary Bolt CEO Mary Bolt has been CEO for the last 3 years. She has an MBA from a top business school. Mary is responsible for overall group strategy. As part of a new strategic initiative, Mary is hoping to increase innovation within the company and to shift the culture in the direction of distributed leadership. This means that she tries to encourage people across the organization to take the lead in developing new products and bring them to the attention of senior leaders. In practice, Mary is often too busy to pay close attention to the details of the initiative.</p>	
<p>Edward Arton Executive Assistant Edward Arton is the CEO's Executive Assistant. Responsible for the CEO's agenda, Edward is quite influential and has been generally supportive of recent innovations. Edward has worked with Mary since before she became the CEO, and is very protective of her time. He also sits in on many senior team meetings, so he is aware of key strategic priorities and can assess the importance of requests to meet with the CEO. Edward has been very supportive of the CEO's current strategic initiative to increase innovation within the company.</p>	

FINANCE	
<p>Christina Fox CFO Christina Fox has been the Chief Financial Officer for the last 3 years, and was previously in charge of the Accounting function. She has been helping to improve the quality within the organization's manufacturing.</p>	
<p>Hillary Norting HR Manager Hillary Norting is HR Manager, with worldwide oversight of recruiting, pay and benefit policies. An important part of her job is to find processes and policies to support the new strategic push for a more innovative company.</p>	
<p>Wu Zing Head of Accounting As Head of Accounting, Wu reports to Christina. Wu has long believed that Accounting could take a more strategic role in the firm as opposed to being viewed only as the people who run the numbers and provide constraints. He has recently taken a course highlighting new ways to think about accounting and is anxious to join and support other innovative changes in the firm.</p>	
<p>Paul Derkhard Chief Counsel Paul is responsible for regulatory and legal matters at ExMed. Paul is constantly worried about legal and ethical behaviour in the firm. To date there have not been any major problems and he intends to keep it that way. He sees himself as a leader in prescribing ethical rules, and worries about innovation and empowerment as they open up areas of potential violations of these rules.</p>	

DESCRIPTION OF STAKEHOLDERS

Operations
Sales & Marketing

OPERATIONS	
<p>Charles Obenk COO Charles Obenk came to his role as Chief Operating Officer from the manufacturing group. Charles has been with the company for many years and brings his manufacturing background to his new role. His focus is on quality and efficiency so as to keep costs low and improve the bottom line.</p>	
<p>Bob Carter Head of Purchasing As Head of Purchasing, Bob has responsibility for finding reliable suppliers around the world. Bob is well respected and usually supports product innovations. Bob is very concerned with quality and costs and improving the bottom line. He recently attended an executive education program highlighting new trends in supply chain management and he is passionate about working with others to implement innovative practices in product development and supply chain management.</p>	
<p>Carla Estrom Head of Manufacturing Carla is responsible for three main manufacturing centers in North America and Europe. Carla is unlikely to be very receptive to another product innovation. Carla believes that the firm should focus its attention on the Americas and Europe and is concerned about further expansion into Africa. This is an area of disagreement with David Merk, who wants to expand the product line in Africa, and thus has been a topic of many conversations between the two.</p>	
<p>Kjell Hoglund Head of Distribution Kjell is responsible for logistics and distribution between the manufacturing centers and main customer locations. Kjell sees that the business is moving to be more and more global and he is concerned about ethical practices across the world. He believes that the culture at ExMED is very strong and based on key values and he wants to support that culture.</p>	
SALES & MARKETING	
<p>David Merk Chief Marketing Officer David Merk was appointed as CMO last year, having risen fast through the ranks of the Marketing Department. David is known to speak his mind and to bring up new perspectives and detailed analyses when solving problems. He is widely respected and believes that the firm will prosper with an innovation push and a focus on quality. Based on conversations with Samatha Kron, he is intrigued by the possibility to expand further in Africa.</p>	
<p>Marina Jao Head of Sales Marina has been with ExMed for her whole career and was recently appointed as Head of Sales for the group. As Marina has worked her way up through sales and marketing she has taken an interest in bringing more digitization into the firm. She has discussed these ideas with Ted Lostrom and William Salif.</p>	
<p>Ralf Gifford Head of Advertising Ralf began his career on the agency side but has been Head of Advertising at ExMed for 3 years. Ralf is relatively new to his role but already knows that he wants to take Advertising in new directions. He is interested in pushing the firm to get more of a presence on the web.</p>	
<p>Samantha Kron Sales Team Manager Samantha leads the Middle East & Africa sales team. Samantha has been very active with her sales team building up the firm's contacts and projects in the Middle East & Africa. Samantha and her team believe that these markets are ones where the firm can continue to flourish. She is known to be protective of her turf.</p>	

TECHNOLOGY

Vladimir Popof | CTO

Vladimir has been with ExMed for over 10 years and was made CTO 2 years ago. He believes that technology will be key for ExMED to move ahead. Vladimir tends to be a hands-off manager letting his people decide how they want to run their own operations.



Ted Lostrom | Technology Manager

Ted Lostrom is the Technology Manager, with responsibility for all IT operations, both internal and those that involve client communications. Ted wants to bring more digitization to the firm. He works closely with William Salif and others to make this a reality.



William Salif | WebMaster

William is responsible for the increasingly critical web-based front and back office systems. He believes that improving these systems can mean improving both efficiencies and the firms' ability to coordinate across boundaries. William is enthusiastic about the new strategic initiative to bring more innovation to the company and sees his work as fitting this new direction. He is very open to experimenting with new directions in innovation.



Anica Riff | Head of R&D

Highly regarded by her colleagues, Anica is now in charge of all new product development; she has fully supported the new strategic initiative to create more innovative products. Anica has been talking to Hillary Norting, Head of HR, to make sure that employees are supported in this initiative.



Ekta Unvala | Communications Tech Manager

Ekta is a natural innovator and he is responsible for internal and external group communications technology. Ekta would like to use this technology to improve marketing, and has discussed improving quality outputs with David Merk. He believes that technology can chart a new course for ExMED.



DESCRIPTION OF STAKEHOLDERS

Technology