BioSpectrum the business of Bio & Health Sciences ASIA EDITION

Philips appoints new head for Aus-NZ

September 1, 2014 | News | By BioSpectrum Bureau



Singapore: In a swift move, Royal Philips has announced the appointment of Mr Kevin Barrow as both Country Manager for Philips Australia and New Zealand, and General Manager for Philips Healthcare for Australia and New Zealand. The move, the company said has become effective from 22 August 2014.

Mr Kevin oversees the Philips businesses in Australia and New Zealand, leading a team of more than 700 employees. The company said in its official statement that, "Mr Kevin is tasked with capitalizing on societal trends and growth opportunities to further strengthen Philips' market leadership and with building innovation through new business models as well as solutions and services."

It added that Mr Kevin would be reporting Mr Harjit Gill, Chief Executive Officer Philips ASEAN Pacific and to Mr Arjen Radder, President Philips Healthcare Asia Pacific, respectively. He is based at Philips' Australia and New Zealand corporate office in Sydney.

Adding at the announced, Mr Harjit Gill said, "Kevin is well-positioned to lead our team in Australia and New Zealand given his proven track record in growing businesses, building long term strategic partnerships and transforming business models. Bringing with him a vision for the future and a comprehensive understanding of the unique opportunities and challenges ahead, I am confident Kevin's experiences will build on our successes and drive Philips' ambition to bring meaningful innovations to the market."

Mr Kevin has more than 20 years of experience in the healthcare industry across a broad range of business-to-business and business-to-consumer companies. The statement further explained that he joins Philips from Becton, Dickinson and Company (BD), a global medical technology firm where he was the Managing Director for Australia and New Zealand since 2006. Prior to this, he held several senior sales and marketing management roles at pharmaceutical company Eli Lilly Australia. He holds an MBA from the Macquarie Graduate School of Management, Sydney, Australia and has a Master of Science (Hons) from the Waikato University, Hamilton, New Zealand.

"I'm pleased to join Philips at this important time in the company's transformation as it focuses on solving complex challenges through meaningful innovations which address people's needs. I look forward to the opportunity to lead a dynamic team, partnering and collaborating with stakeholders across the public and private sectors. Only through these collaborations can we seize the opportunities and confront the challenges that face our society today and tomorrow," Mr Kevin explained.