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Originally a bioengineer at Oxford University, Peter has a strong focus on life science technologies where his technical and business experience have made him an expert in health technology innovation and commercialization. Peter's expertise includes interim executive or consulting assignments and growth strategy engagements, in addition to a series of progressive leadership roles within publicly held, privately owned, government and private equity funded B2B organizations. Throughout his career, he has earned consistent recognition as a growth champion, change agent, business strategist, thought leader — and thrives on addressing the strategic, operational and cultural dynamics necessary to transform companies from market-challenger to market leader positions.

As Senior Health IT Advisor of MaRS Discovery District in Canada, Peter specialized in helping start-up companies make all the right moves in the areas of business planning, fund raising, strategic planning, partnerships, brand strategy, and go to market implementation. Immediately prior to this role, he worked as Independent Business Development Consultant in Canada, the UK, US and Europe, home to a number of respected brands including, HP, Intel, National Semiconductor, Microchip, McKesson, Motorola, Dixon's Group, the UK's NHS (mobility board member) and the UK Cabinet Office.

Currently, Peter is working helping Canadian, US and UK med tech start-ups with international market entry, fund raising (Including pitch deck design and pitch coaching) and strategy. He also acts as VP of business development for Vielight Inc. in Toronto and has advised Hamilton Health Sciences on innovation strategy where he holds a position on the research grant evaluation board.