Sanovas CEO Larry Gerrans Featured Speaker at AdvaMed 2011

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SAUSALITO, Calif., Sept. 22, 2011 /PRNewswire/ -- Sanovas Inc. [1], a leading developer of minimally invasive technologies for the diagnosis and treatment of pulmonary disease and lung cancer, today announced that CEO and co-founder Larry Gerrans will speak at AdvaMed 2011, the industry's premier medical technology conference taking place Sept. 26-28, 2011 in Washington, D.C. Mr. Gerrans, an industry veteran, will be participating in an interactive panel addressing the challenges and lessons learned as a CEO in the medical device industry.

Mr. Gerrans has served in executive leadership and consulting roles in the life sciences at Depuy Orthopedics (Johnson & Johnson), Stryker Corp., Smith & Nephew Corp., and the Sorin Group. He is widely recognized as one of the founders and developers of the Endoscopic Surgical Suite (Endo-Suite) and the Digital Operating Room, today's most technologically advanced operating rooms. Mr. Gerrans pioneered the development of the medical industry's first voice-activation technology for surgical device control in the operating theater. He has led the business and product development of minimally invasive surgical techniques, technologies and implant systems for orthopedics, general surgery, gynecology, ENT, cardiac and urology. Mr. Gerrans has participated in most of the major advances in surgical devices.

"I have experienced first-hand the challenges of developing and commercializing innovative technologies, managing a start-up enterprise and raising money," said Sanovas CEO Larry Gerrans. "I value the opportunity to share my insights at AdvaMed and to hear the experiences of other entrepreneurs as we grow our companies and create new technologies that will advance healthcare."

The panel "Ask the CEO: Life as an Entrepreneur... and Beyond!" will be moderated by Semprus BioSciences CEO and co-founder David Lucchino. Joining Mr. Gerrans on the panel are Willi
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[1] http://www.sanovas.com/

[2] http://www.bio-medicine.org/medicine-technology-1/Sanovas-CEO-Larry-Gerrans-Featured-Speaker-at-AdvaMed-2011-20468-1/