



## Iris Good

Dr. Iris Good is a director and innovative operator who brings a unique blend of leadership and biochemistry experience. Good has been involved in technology entrepreneurship and commercialization for 25 years and has over 20 years of experience in market entry to India. Her solid scientific background enables her to bridge science, business, and international markets.

Good currently serves on the board of Weizmann-UK. Additionally, she serves as Chair of the Imperial Enterprise Seed Fund, the London Business School HealthTech Challenge, Good Relations India, is a member of the investment committee of Cambridge University Seed Fund, and an advisor of Martlet Capital. She was recently appointed as Global Chair – Medicare Innovations of G-100, group of 100 global women leaders, aiming at leveraging healthcare innovation globally to enable accessible and affordable medical care for all. Previously, Good served on the boards of Sight Diagnostics, Step of Mind and Tikal Networks (Israel), on the advisory board of Trapezia Capital and Puridify, and on the main board of Accloud and Touchlight Genetics (UK).

Good served as Director of Biotechnology for the Office of the Chief Scientist of the Israeli Ministry of Industry and Trade. In this role, Good identified local strengths and global trends, and drove the proposal of the Israel 2028 Life Science policy vision and strategy.

Prior to this role, Good founded I-Connections, an India market-entry firm focused on cutting edge technologies, establishing strategic partnerships and commercial expansions. Good led I-Connections through a successful merger with Good Relations India (GRI), an award-winning strategic PR & market entry consultancy. Her knowledge of medical technology and hands-on experience in India drove the market entry and positioning activity of GRI, of which she became Chair in 2008. With Good at the helm, GRI brought Marks & Spencer to India and created their JV with Reliance Industries, Sun Life Insurance with Birla Group, Scottish & Newcastle with Kingfisher, amongst others.

Previously, Good served as VP of Business Development for MetaCure, a pacemaker for the treatment of obesity and diabetes. In this role, she led the international pre-clinical research studies to conclusion (France, Denmark, and the US), set up and managed nation-wide clinical centers in India, and drove the company's commercial operations in India.

Earlier in Good's career, she co-established UltraShape, the first FDA-approved and commercially used non-invasive aesthetic ultrasound procedure and served as VP of Clinical & Regulatory Affairs and Head of Biological Research. The company was later acquired by Syneron Medical Ltd.

Good completed her Ph.D. in Biochemistry from the Weizmann Institute of Science, followed by two post-doctorates in molecular biology and brain research. An advocate for advanced education, she is a mentor at London Business School and Cambridge Judge Business School. Good has played the piano since childhood and is also a keen hiker. She currently resides in London, England.