



— **Secretary-General**

COCIR representing the European  
medical imaging, health ICT and  
electromedical industries



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COCIR is the European Trade Association representing the medical imaging, health ICT and electromedical industries; see [www.cocir.org](http://www.cocir.org) for more information. Founded in 1959, COCIR is a non-profit association headquartered in Brussels (Belgium).

The role of medical technology is of critical importance in societies facing budget constraints, the challenges of ageing populations, the rise in chronic diseases and shortage of qualified healthcare professionals. Making cutting-edge medical technologies accessible to all is COCIR's goal. Indeed, COCIR's vision and mission is a better world with improved access to affordable, safe and quality healthcare.

COCIR promotes harmonisation of regulatory frameworks, supported by state-of-the-art international standards. Our industry provides safe and high-quality products and service, which contribute to reducing health inequalities and enhance cost efficiency in healthcare systems. COCIR's key objective is to promote free worldwide trade of innovative medical technology while maintaining the competitiveness of the European medical imaging, radiotherapy, electromedical and health ICT industries.

In 2007, COCIR opened a satellite office in Beijing: the COCIR China Desk. COCIR's focus is to represent the interest of the industry in the sector with European institutions and policy makers, and to strive for a global level playing field for the medical device industry in the interest of public health. COCIR is active on areas like regulatory, technical (including product safety and security), market intelligence, environmental, standardization, research and innovation, international, and legal. COCIR is also a founding member of DITTA, the Global Diagnostic Imaging, Healthcare IT and Radiation Therapy Trade Association (<http://globalditta.org/>).





## The Power Of Imaging

Medical imaging helps keep people healthy through smart prevention and screening. Imaging technologies, such as X-ray, ultrasound and magnetic resonance imaging (MRI), play a vital role in the detection of serious illnesses or injuries, by producing an accurate picture of the inside of the human body. These technologies help doctors make accurate diagnoses and enable conditions such as cancer to be caught early and therefore treated more successfully.

## The Importance Of Radiotherapy

Radiotherapy is an essential component of comprehensive cancer care. More than half of all patients with cancer will require radiation as all or part of their treatment, often in combination with surgery and chemotherapy. Radiation treats cancer by destroying the genetic material in rapidly growing cancer cells. The most common type of radiation used is x-rays, also known as photons. Radiation can be produced in a variety of ways and is delivered to patients using a radiotherapy machine. It is used to treat cancer, prevent recurrence, and help manage pain and other symptoms.

## Connecting With Digital Health

Digital Health solutions are increasingly used by healthcare professionals to store or exchange information and to remotely monitor patients or deliver healthcare services. They reduce health inequalities by giving access to healthcare to people located in remote places, cut the risk of medical errors and allow safer and faster transfer of important patient data. Digital Health solutions contribute to making European healthcare systems more cost-effective and sustainable - a real challenge for a Europe which faces a steadily ageing population together with increased public expenditure on healthcare.

## Accountabilities

The Secretary-General is the head of the Association, and the operational head of the Brussels Office. This function is subject to the directions of the COCIR Board, which reports to the COCIR General Assembly.

The Secretary-General is expected to:

- Develop the strategic agenda for COCIR and the COCIR China Desk in consultation with the COCIR Board
- Develop and deploy rolling 3-year budget for COCIR and the COCIR China Desk
- Organise meetings of the General Assembly and the COCIR Board
- Drive and coordinate COCIR activities to optimally represent the Association and ensure its interests are well respected and advanced
- Expand the current membership base
- Develop concepts to ensure COCIR is recognized as relevant source of ideas and information on healthcare matters and constructive partner for policymakers and authorities
- Manage COCIR staff and, together with them, ensure effectiveness of the COCIR Focus Groups and Task Forces

## External Representation of COCIR

The Secretary-General is the primary voice of COCIR and represents the Association vis-à-vis policy makers and external stakeholders in healthcare. Such is especially relevant for strategic policy setting for the industry sector, including European research funding and large-scale infrastructural investment programmes.

The Secretary-General maintains the strong relationship COCIR has with its members and with stakeholders involved in the domain of COCIR such as European institutions, international policymakers, scientific societies and healthcare professionals, patient groups, media, and related industry associations.

The Secretary-General represents COCIR in DITTA as Board Member and as vice-chair or chair, depending on whether COCIR is chairing DITTA (2-year terms, rotating between Japan, USA, and Europe). In this role, the Secretary-General is also actively involved in external organisations such as IMDRF ([www.imdrf.org](http://www.imdrf.org)) and GHWP ([www.ahwp.info](http://www.ahwp.info)).

## Candidate Profile and Capabilities

The successful candidate is expected to be sharp and focused on delivering measurable results, on providing visions for the sector, and on operational leadership. The COCIR Board is looking for a professional with academic level, and experience in industry and/or industry associations, with a strong preference for the medical devices sector. A strong network in the medical device industry as well as in EU and international institutions is a major asset.

Outgoing personality, self-motivated, inspiring, and solid team-building leadership skills are required, as well as being comfortable to speak for large audiences and with high-ranking officials in both industry and public policy.

Fluent in written and spoken English, with good command of at least one EU language, preferably French.

Willingness for international travel up to 30%.



# Recruitment Process



Dober Partners has been retained to draw up a shortlist of prospective candidates against the criteria set out in this document, and using their discretion and expertise to recruit a new Secretary General, together with the COCIR Executive Board.

**If you wish to apply for this position, please send your CV and motivation letter to the Dober Partners – COCIR search team below:**

**Mark Dober**

M: +32 477 950 466  
→ [mark@doberpartners.com](mailto:mark@doberpartners.com)

**Natalia Kurop**

M: +32 488 945 579  
→ [natalia@doberpartners.com](mailto:natalia@doberpartners.com)

[www.doberpartners.com](http://www.doberpartners.com)



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