

2010 DiabetesMine™ Design Challenge



Selected Judges' Bios (in alphabetical order)

Samantha Katz

Global Product Manager, Core Pump Systems, Medtronic Diabetes

Samantha joined Medtronic Diabetes' Marketing team in August 2009, where she has been focusing on the development and launch of Medtronic's next generation insulin pump. In June 2009 she received an MBA from the Kellogg School of Management with majors in Marketing and Healthcare Enterprise Management, as well as a Master of Engineering Management with a major in Design from the McCormick School of Engineering and Applied Science at Northwestern University.

While completing her degrees, Sam entered and won the 2009 DiabetesMine™ Design Challenge innovation competition with the LifeCase & LifeApp System. Prior to graduate school, she worked in investment banking in New York and completed her undergraduate work at the University of Pennsylvania's Wharton School. Sam is enjoying her new home in Los Angeles, taking up hiking, surfing, and yoga in her free time.

John Lai, Senior Design Strategist, IDEO Design

John Lai is currently a member of the Design Community at IDEO. He has a background in Industrial Design and participates in and manages the design contributions of a studio focused on aesthetics and sustainability. Since joining IDEO in 1988, John has participated in every phase of the design process from research and strategic initiatives to prototyping and product implementation and worked on a diverse range of products in the consumer electronics, healthcare and business industries. John attributes much of his design influence to the diversity of cultures, people, and activities which exist in California as well as the spirit of innovation and entrepreneurship in Silicon Valley.

John believes in the profound impact that design thinking can have on the lives of individuals, companies and society. He believes that designs should be human, engaging and provide a rich experience. John's projects have involved the design of computers, medical equipment, consumer products, sports equipment and furniture. He has lead and overseen projects for product design languages and strategic

2010 DiabetesMine™ Design Challenge



initiatives of Fortune 500 companies as well as rapid product implementation for start-ups.

He has earned many design patents, IDEAs, and ID Magazine awards, and his work has been published in magazines and books such as *Axis*, *Domus*, *ID*, *Graphis*, *International Design Yearbook*, and *Product Design*. John received an Industrial Design degree from San Jose State University where he's been a student mentor and has recently taught a senior design class at the California College of Arts.

Michael Ostrovsky, MD, Executive Editor of Medgadget.com (co-contest organizer)

Dr. Michael Ostrovsky is a co-founder of Medgadget.com, a popular medical technology weblog. He is a graduate of Northwestern Medical School. Dr. Ostrovsky is a board certified anesthesiologist, and he practices cardiac anesthesia in the San Francisco Bay Area.

###