



Rod Hulme

Customers Insights specialist, Advanced Wound Care Smith & Nephew

Rod has worked in the wound care medical devices industry for over 25 years, initially building experience in the manufacturing and then the new product development arena, particularly around ALLEVYN, before moving into more customer-facing roles. The roles in marketing and then in sales grew his passion for understanding the user needs and leading him to his current role of exploring new market spaces in a constantly evolving multiple stakeholder environment. He is a member of EPUAP and TVS.

He balances his work life with his role as Chairman of a local junior and adult football club, and the odd cycle and run to try and keep excess weight at bay.