

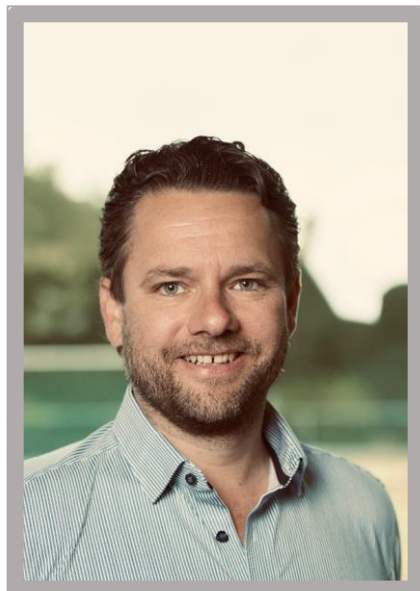
Keynote Speaker Christian Kromme Biography



Christian Kromme is a futurist and expert in disruptive technology, as well as the author of the book "Humanification: Go Digital, Stay Human," a bestseller on Amazon. In this book, Christian explores the fascinating parallels between biology and technology. The waves of technological innovations that follow each other at an ever-increasing pace are not coincidental... The book "Humanification" helps managers, entrepreneurs, and investors anticipate and navigate through an extremely rapidly changing world full of disruptive innovations and exponential technologies. Christian has always focused on the intersection of technology and human behavior. In 2002, he founded his company, Artificial Industry, facilitating innovative startups for major companies such as Randstad, Essent, Endemol, Corio, EyeWorks, Pensioenfond ABP, Oracle, Philips, Toyota, Auping, Adidas, and Rabobank. Artificial Industry's focus has always been on customer experience and creating highly intuitive and user-friendly digital interfaces.

In 2015, Christian sold his company to a tech multinational, and Artificial Industry was quickly renamed to Quandago.com. In addition to writing and speaking, Christian currently holds various roles in think tanks and advisory boards, including researcher at The Conference Board (New York). Since 2019, Christian is also a co-founder of SymbioSys, a new AI tech platform focusing on creating agile and fluid human swarm organizations.

Bob Bloemendaal



Experience

Bob Bloemendaal MD PhD is a robotic general and colorectal surgeon with special interest in complex abdominal wall surgery and complex pelvic floor surgery.

Bob works in the Reinier de Graaf Gasthuis in Delft, the Netherlands, as a consultant surgeon.

Bob studied Medicine at the University Medical Centre Utrecht (UMCU) and was a PhD fellow in Clinical Microbiology, studying the spread of MRSA between ICU-patients. He trained as a surgeon in the UMCU and Meander Medical Centre in Amersfoort. After finishing his formal training, he spent 2 years at the Oxford University Hospitals as a senior fellow in colorectal surgery. He then went on to become a consultant in Belgium for three years. Since 2019 he is a consultant surgeon in the Reinier de Graaf gasthuis in Delft.

Bob is currently president of the Dutch Hernia Society, advisory board member of the European Hernia Society, editorial board member of the Journal of Abdominal Wall Surgery amongst other roles. He regularly presents at congresses around the world and teaches robotics to many colleagues.

Freeke Caers



Experience

- **1997-present** Máxima MC
- **1997-2008** Nurse General Surgery Nursing Department
- **2004- present** Nurse consultant stoma and continence care for clinic and outclinic patients

Qualifications

- **2015-2016** HAN: Post-Bachelor Urology Continence and Ostomy Nurse (UCS) (diploma 2016)
- **1993-1997** Fontys University of Applied Sciences Nurse (diploma 1997)

Ancillary Activities

- **2019-present ICEF (International Clinical Expert Forum) member:**
 - Consensus Meeting Core member 2024 Resulting in Article to be published in Journal of wound Ostomy & Continence Nursing in 2025: Redefining the High Output Stoma and its Bearing on Clinical Practice, Results of an International Consensus Panel, Michelle Carr, Freeke Caers, Dee Waugh, Paris Purnell, Mikel Gray
 - Consensus Meeting Participant 2020-2021 Resulting in Article: Characteristics of convex skin barriers and clinical application: results of an international consensus panel, L McNichol, T Cobb, Y Depaifve, M Quigley, K Smitka, M Gray Journal of Wound Ostomy & Continence Nursing, 2021
- **VenVN department of Ostomy nurses Netherlands**
 - February 2024-present member of the Dutch Ostomy Care Directive project group
 - February 2023-present member and president of the Congress project group
 - February 2023-2024 Member of the project group work instructions for stoma care
 - 2015-2018 member of the Dutch Ostomy Care Directive project group.

Greg Czaplewski



Facility/Current Responsibilities

Senior Lead Engineer, Research and Development, at Hollister/Dansac

Experience

Greg brings 12 years of new product development experience, including 9 years of ostomy product development, specializing in convexity. Greg consulted on the landmark 2021 paper "Characteristics of Convex Skin Barriers and Clinical Application", participated in the 2024 convexity consensus conference, and presented internationally at ostomy conferences on the intricate interplay between the different characteristics of convexity. Lastly, Greg led the design effort on Hollister's 2-piece soft convex products and has submitted over 20 patent applications related to ostomy.

Qualifications

Greg holds a Master of Science degree in biomedical engineering from the University of Wisconsin – Madison.

Charlie Fuller



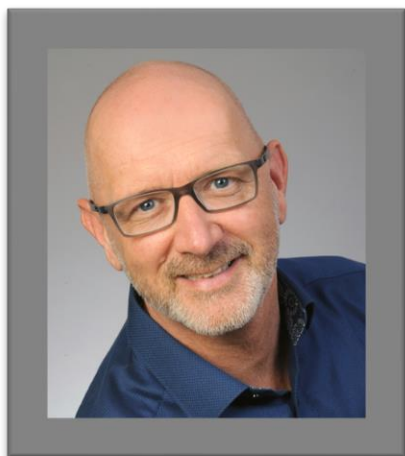
Experience

Charlie is a passionate and dedicated Senior Marketing Manager, deeply committed to empowering stoma care nurses with the education and resources they need to make a real difference in patients' lives. With a wealth of experience in healthcare marketing, Charlie is driven by a genuine belief that well-equipped and well-supported nurses lead to better patient outcomes.

Throughout their career, Charlie has worked hand-in-hand with healthcare professionals, industry partners, and patient communities to develop impactful educational initiatives that bridge the gap between clinical expertise and real-world patient needs. Their strategic, patient-centered approach ensures that nurses have access to innovative programs that enhance clinical knowledge and elevate the standard of care.

With a strong focus on collaboration and innovation, Charlie continues to champion nurse education, ensuring that those on the front lines of stoma care are empowered with the tools, training, and support to provide the highest level of care and improve patients' quality of life.

Daniel Horn



Facility/Current Responsibilities

Daniel Horn began his nursing career in a hospital dedicated to patients with disabilities, where he first developed an interest in stoma therapy. He later transitioned to a homecare company, where he spent five years supporting stoma patients as they moved from hospital care to homecare settings. His passion for the field led him to join Dansac in 2008.

In his current role, Daniel serves as a speaker and is responsible for implementing clinical education and marketing programs for healthcare professionals and commercial partners. Additionally, he works as a study nurse for multicenter studies in colorectal cancer centers, contributing to advancements in patient care.

Based in Bielefeld, North Rhine-Westphalia, Daniel enjoys life with his wife and two adult sons. In his leisure time, he loves traveling across Europe, exploring poetry and literature, and creating music.

Jay Joshi



Experience

Dr. Jay Joshi manages the Ostomy Technology Development R&D team at Hollister Incorporated. His team is responsible for new barrier formulation and materials innovation, product support activities and claims for currently marketed products. He has been at Hollister for 7+ years driving skin health technology roadmap and novel formulation development projects.

Prior to Hollister Incorporated, Dr. Joshi worked in R&D at GSK Consumer Healthcare on novel drug delivery formulation platforms and cross category innovation functions. He has a PhD in Materials Science and Engineering from Rutgers University and a career spanning 17 years of R&D in wound care, over-the-counter products and ostomy care. He has authored several peer reviewed publications and recent patents and is passionate about solving the toughest needs for our customers.

Marianne Krogsgaard



Experience

My research focuses on the surgical patient, symptoms and late consequences. The patients' perspectives on life with a stoma - opportunities, challenges and everyday life are important focal points in my research. I am concerned with complications of stomas, particularly parastomal hernia or 'bulging', which was the starting point for my PhD thesis. Monitoring and alleviating late effects after colon and rectal cancer treatment are also important points of interest. I use qualitative and quantitative design in my research and participate in national and international collaboration on e.g. development of guidelines. I see interdisciplinary collaboration in clinical practice and research as a prerequisite to optimising patient outcomes.

I have worked within the surgical specialty for many years focusing on e.g., interdisciplinary collaboration, enhanced recovery after surgery and structured nursing interventions. Furthermore, I have more than 10 years of experience with pre- and postgraduate teaching and quality improvements in clinical practice.

Qualifications

Education

2017-2020 PhD, Surgical Sciences, University of Copenhagen

2010-2012 Master of Health Science, University of Copenhagen

1997-1998 Adult teacher, 60 ECTS, Blaagaard Seminarium, (now University College UCC)

1986-1989 Registered Nurse, Nursing School, Aalborg University Hospital

Current Occupation

Since 2023 Associate Professor, Roskilde University, Department of People and Technology

Since 2020 Clinical Nurse Specialist, PhD, Dept. of Surgery and Centre for Surgical Sciences, Zealand University Hospital, Koege

Laurie McNichol



Experience

Laurie Lovejoy McNichol, MSN, RN, CNS, GNP, CWOCN, CWON-AP, WOCNF, FAAN

Laurie McNichol is a Clinical Nurse Specialist and Wound Ostomy and Continence Advanced Practice Nurse in Greensboro, North Carolina.

Her career as a WOC Nurse has focused on the care of the ostomy patient with a focus on peristomal skin health and medical adhesive related skin injuries. She co-edited the first and second editions of the core curriculum textbook on wound care. Ms. McNichol has published widely and was a primary contributor to each of the WOCN Society's six electronic decision support tools. She has lectured both nationally and internationally.

Ms. McNichol served as the President of the Wound, Ostomy and Continence Nursing Certification Board (WOCNCB), President of the Wound, Ostomy and Continence Nurses Society (WOCN®) and President of the National Pressure Ulcer Advisory Panel (NPUAP, now NPIAP). Laurie is a Fellow in the American Academy of Nursing and was inducted into the Inaugural Class of Fellows for the WOCN Society in 2023.

Ms. McNichol received her BSN from D'Youville College in Buffalo, New York and her MSN with a focus in gerontological nursing and post master's certificate as a geriatric nurse practitioner from the University of North Carolina at Greensboro.

Scarlett Summa



Experience

Scarlett had a profound experience working with Anneliese Eidner, the first German Enterostomal therapist during her nursing training in the late 80's. Both Anneliese and her colleague Gabriele Hofmann impressed her with their commitment to share their expertise and their continuous research on life improving measures for ostomates.

After completing her WOCN Education program in 1994 at The Cleveland Clinic in Cleveland, Ohio, Scarlett started working in surgical Inpatient and Outpatient departments of Universitätsklinikum Erlangen as a stomacare nurse. Training her colleagues and nursing students and passing on her expert knowledge has always been another key focus area for Scarlett. In the late 90's, together with her colleague Gabi she developed and designed a new ET Nursing program (stomacare) for the Deutsche Angestellten Akademie Kassel. In 2018 a long-cherished dream of hers came true, publishing as a co-author „Ganzheitliche Pflege bei Patienten mit Stoma“ - a textbook for German Wound, Ostomy and Continence Nursing Education Programs.

Scarlett currently lives in Erlangen, Germany together with her husband. In her free time she enjoys knitting, pottery, biking tours, and reading crime stories, but her most precious memories are of “following” her daughter and son who work internationally in the marketing field and spend a lot of time abroad.

Gail Tasker



Facility/Current Responsibilities

Gail is the Clinical Lead for Stoma Care Services in the East Kent area, based in the southeast of England. Since becoming a Stoma Care Nurse Specialist in 2009 and stepping into the Clinical Lead role in 2018, she has been instrumental in delivering a comprehensive, lifelong service for people living with stomas and their carers. Her leadership spans across acute, community, and long-term care, ensuring a seamless and patient-centered approach.

Qualifications

Gail qualified as a registered nurse in 1999 after completing her BSc in Nursing at Napier University, Edinburgh. She began her career in acute medicine at the Edinburgh Royal Hospital before moving to London, where she worked in the acute surgical and colorectal unit at Chelsea and Westminster Hospital. In 2008, she took a career break to start her family and later transitioned into stoma care nursing upon relocating to East Kent in 2009.

Experience

Gail's primary focus has always been to enhance patient-centered care, ensuring that individuals with stomas receive high-quality support closer to home. She is dedicated to fostering independence and promoting positive living for ostomates by developing accessible, responsive services. Working closely with local patient groups, she has co-created the current stoma care pathway, advocating for the integration of patient-facing services with clinical expertise. She firmly believes that this collaboration has the potential to establish some of the most effective and compassionate patient care models in healthcare today.

Gail continues to drive innovation in stoma care, shaping services that empower both patients and healthcare professionals.

Jason Thomas



Facility/Current Responsibilities

Marketing Insights & Strategy Senior Manager for Hollister Incorporated.

Experience

Jason oversees critical initiatives within the ostomy business at Hollister Incorporated. His responsibilities span both primary and secondary market research, allowing him to capture valuable insights from ostomy patients and the clinicians who care for them. Through these research projects, Jason identifies unmet patient needs and gains a deeper understanding of market dynamics, which directly informs the development of new products. With 5+ years of specialized experience in ostomy and intermittent catheterization research, coupled with a 19-year background in analytics, Jason brings a wealth of knowledge to his role.

Jason currently lives in the Chicago area with his wife and 2 sons (7 & 10). In his free time, he enjoys family movie nights, exercising, reading, and coaching his 2 sons in baseball.