

Kate Marie

Sydney NSW, open to Melbourne and Brisbane · 0414 517 122 · kate.marie@iasohealth.com.au · linkedin.com/in/katemarie · katemarie.life

PROFILE

Health sector business development and partnerships operator, and an expert practitioner in agentic AI. I run Medius Global, an advisory and data business for Australian general practice, as a sole operator delivering the output of a small team by designing, governing and operating AI agent systems for research, data production, publishing, CRM, outreach and reporting.

Twenty-five years across general practice, medical education, aged care, nonprofits and health technology, with revenue, partnership and acquisition results throughout. Co-authored an ACM-published paper on an AI health coaching system in 2018, before the current AI wave.

EXPERIENCE

Principal

Medius Global (iaso health pty ltd) · Sydney · 2018 to current

- Run a GP practice advisory (operations, expansion, internal sale, sale readiness) and its entire lead generation solo, using a fleet of AI agents in place of a delivery team.
- Built gpzoo.com.au, a licensable dataset mapping the business of Australian general practice: 336 group operators, 2,028 practice sites and 401 large independent practices, with a public dashboard and a daily AI-assisted intelligence publication tracking deals and ownership changes.
- Built and operate Humphrey (humphrey.fyi), an AI research advisor on the business of general practice, grounded in a curated research base.
- Mentor CEOs and senior executives on innovation, growth and new revenue streams, and advise medtech, healthtech and digital health companies on go-to-market.
- Publish a suite of information products as lead generation assets: the Australian GP landscape report, Beyond Medicare, the GP practice buyer guide and a CPD guide series.
- Run SLOWageing (slowaging.org), a consumer health platform for women 40+ built from Fast Living, Slow Ageing (25,000+ copies): a daily evidence-graded research feed run by an AI agent, a body baseline calculator and a strength and bone-health exercise builder.
- Technical writer for Essential Tremor Australia (part of Parkinson's Australia): patient education, clinician-reviewed device and treatment reviews and an evidence-based product assessment framework, with grant development and evaluation frameworks for Parkinson's Australia.
- Consult to the nonprofit sector: PHN stakeholder engagement for Gather Group, and outreach strategy for AMA CPD Home, briefing hospital CEOs, clinical leads and workforce heads on changed CPD obligations.

THE AI FLEET, LIVE

gpzoo.com.au

Licensable GP sector dataset with public dashboard

Zoo daily

AI-assisted daily deal and ownership intelligence

Humphrey · humphrey.fyi

Conversational AI advisor on the business of general practice

Lifespan feed

Daily evidence-graded research feed, run by an AI agent

Body Baseline · SLOW moves

Assessment and exercise tools for women 40+

CRM and outreach

Zoho automation: enrichment, segmentation, staged campaigns

Analytics agents

GA4 and Search Console reporting briefings

Governance layer

Written protocols, versioned prompts, quality gates, corrections registers

Every system designed, prompted and governed by me, operating daily.

SKILLS

- Agentic AI systems: design, prompting, governance and daily operation under written protocols
- AI-assisted lead generation and sales support: chatbots, CRM, enrichment, outreach, analytics
- Partnership, sponsorship and business development: multi-year sponsorships, channel building, acquisition negotiation
- Go-to-market for medtech, healthtech and digital health; executive mentoring on innovation and growth
- Stakeholder engagement: clinicians, practice owners, executives, PHNs, nonprofits, government
- Information products and data: reports, licensable datasets, ebooks and their pipelines

EXPERIENCE, CONTINUED

Head of marketing and innovation

General Practice Training Queensland (GP vocational training) · Brisbane · 2014 to 2018

- Ran a \$1.2 million marketing and events budget and more than 30 events a year, including the flagship industry conference, for one of Australia's largest GP training providers.
- Increased rural GP training applications by 33% through the award-winning Rural Adventure campaign.
- Introduced chatbot tools into GP recruitment, lifting engagement by about 40%, an early production use of conversational AI.

Business development and partnerships consultant

Royal Australian College of GPs · Melbourne · 2011 to 2016

- Took flagship event sponsorship revenue from under \$500,000 to over \$1 million through multi-year partnerships built on matching sponsor objectives to event assets.
- Project managed CPD provider contracts for pharmaceutical clients navigating RACGP accreditation processes, with deals to around \$1 million on new product launches.

Business development and innovation consultant

Health Media Group / self-employed · Sydney · 2000 to 2014

- Negotiated and completed fifteen medical centre acquisitions for corporate GP operators, dealing directly with practice owners and doctors.
- Grew a business line at General Practice Registrars Australia from \$220,000 to \$1.2 million.
- Strategy, product innovation and publishing for health, pharmaceutical, aged care and biotechnology clients including Pfizer, RACGP and the Department of Health and Ageing.

Business manager, Australian Health Online

Australian Business Limited · Sydney · 1996 to 2001

- Ran one of Australia's first health internet portals through the dot-com years: 1,200 industry participants in the first year, growing into a health e-marketplace with a private hospital purchasing group by 2000.
- Developed the Australia Inc international positioning for the Australian health sector for DIST (1997 to 1998).

Earlier career

Publishing and medical devices · Melbourne, Singapore, Kuala Lumpur · 1990 to 1996

- Relaunched Australian Hospital magazine to market leader by June 1994, with a 500% revenue increase (Peter Isaacson Publications).
- Medical device sales for Stryker in Victoria, 20% over budget, direct to surgeons and hospital executives.
- Business development from Malaysia and Singapore for APN trade magazines and Austrade clients entering Asian markets.

PUBLICATIONS AND AI CREDENTIALS

- Co-author, Fast Living, Slow Ageing, 25,000+ copies sold
- Co-designer, SLOWBot, AI health coaching chatbot built with Fondazione Bruno Kessler, Italy; published in the ACM Digital Library, 2018
- Co-author, Slow Ageing Guide to Skin Rejuvenation
- Writer on AI-produced content and building with AI agents, aigremlins.blog

EDUCATION

Bachelor of Business, Victoria University of Technology

Registered nurse training, Ballarat Base Hospital

SELECTED NUMBERS

- Flagship event sponsorship: under \$500,000 to over \$1 million
- \$1.2 million budget, 30+ events a year at GPTQ
- Rural training applications up 33%
- Recruitment chatbot engagement up about 40%
- Fifteen medical centre acquisitions completed
- GPRA business line: \$220,000 to \$1.2 million