



Dr Elaine Saunders CEO, DYNAMIC HEARING

The skills needed by a scientific researcher are not that different to those needed in business, says audio scientist and 2004 Telstra Business Woman Award winner, Dr Elaine Saunders. "Many scientists are well-equipped for business, constantly collecting and analysing information and then acting on it." Now the CEO of Dynamic Hearing, which licenses Australian sound processing software for hearing aids and communication devices to the global market, Saunders also led the research team that developed the revolutionary contour electrode for Cochlear Ltd. Her background is in research, but her interest is in its practical application, particularly in hearing impairment. "My father lost most of his hearing in his early 20s. As a teenager I volunteered at a school for the hearing impaired," she explains. She worked in the British health sector and in academia before coming to Australia, but her passion has always been to commercialise the technologies she helps to develop. "I love to take an idea from the bench through the commercial process to the marketplace. I keep our team informed about the commercial outcomes; we're all motivated by our commercial successes."