

Carl Roy

By Daniela Tuchel

New Perceptronix CEO
Carl Roy has jumped from the public sector into private enterprise to help the Vancouver biotech fight cancer and turn a profit in the bargain

After 25 years in the public sector, **Carl Roy** opted for a plunge into private enterprise.

It was a difficult decision, but a challenge that the former public health-care executive was keen to tackle.

"To be successful, you need a real hunger for innovation," Roy said. "It's very difficult in the public sector, at the present time, to really embrace innovation even though there are excellent discoveries that are happening through our research enterprises."

He added that it's easier for the private sector to commercialize discoveries than it is for the public sector.

"The health-care system is a place where technological growth is exponential," Roy said.

His leap of career faith has landed Roy in the high stakes biotechnology arena as the new CEO of **Perceptronix Medical Inc.**

The Vancouver-based biotech is a medical diagnostics company that, in partnership with the **BC Cancer Agency**, is aiming to provide technology for the early detection, localization and diagnosis of cancer.

It was launched in 1999 as **Genyous Life Sciences**, founded by noted local businessman and figurehead **Milton Wong**.

It currently has 40 employees, but it has ambitious plans to expand as it rolls out products first in Canada and, by 2010, into the European Union.

However, akin to many other biotechnology companies, Perceptronix is still far from turning a profit.

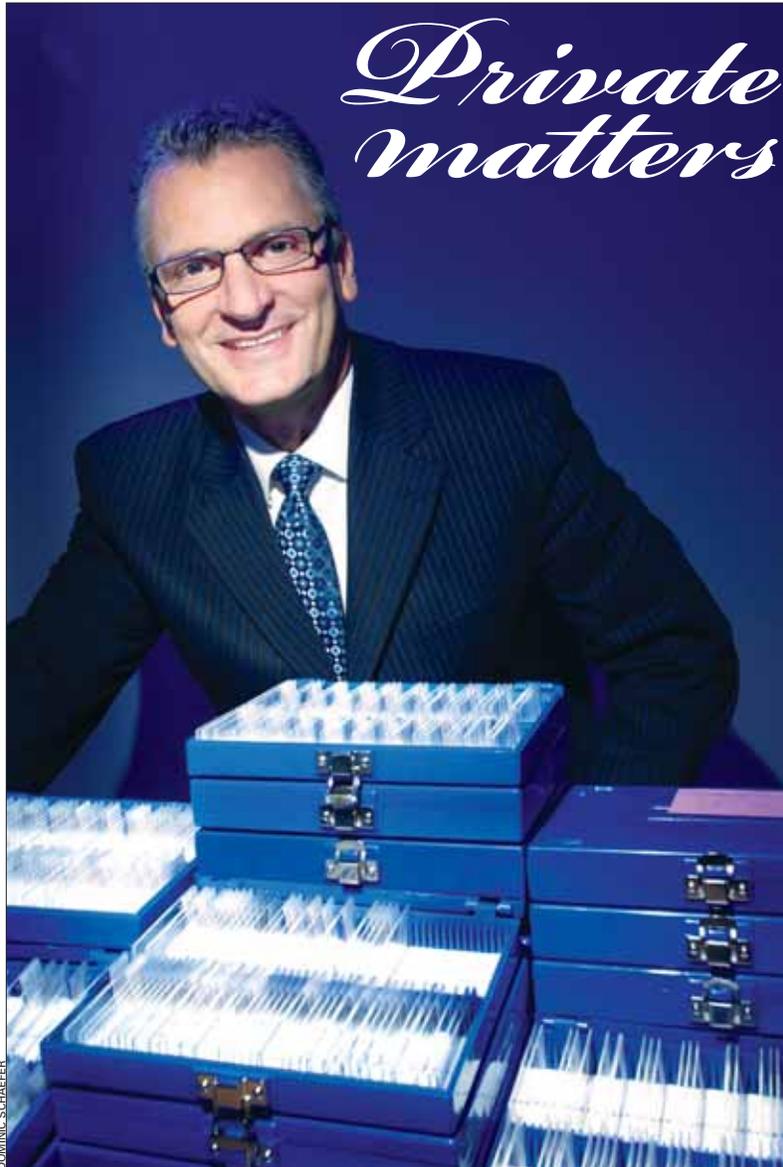
In a 2005 *Business in Vancouver* story, the company's then-president, **Dave Garner**, predicted that Perceptronix would be profitable by 2007.

Roy is a little less optimistic.

He projects profitable Perceptronix sales by 2010.

Prior to joining Perceptronix, Roy was **Providence Health Care's** CEO for five years.

He has also been president of **Caritas Health Group** in Edmonton, Alberta, and president and



DOMINIC SCHAEFER

CEO of **Sudbury General Hospital** and **St. Joseph's Health Centre** in Sudbury, Ontario.

Roy has a master's degree in health science administration from the **University of Toronto** and a certified health executive diploma from the **Canadian College of Health Service Executives**.

Despite his academic and work experience, however, Roy still believes he's on a learning curve.

"I have to get to know the company, know its priorities, know its strengths. ... I have been a life-long learner."

The company's product portfolio offers physicians tools and testing for the early detection and final diagnosis of cancer.

Roy sees significant potential in that portfolio for his company and the province.

"To be able to have a 'made in B.C.' solution that will have an international impact for the improvement of health care, that is huge.

"And to be a part of that and a part of the energy that makes that happen is something that I have learned is necessary for my own effectiveness."

Roy is vitally interested in the

growth of technology and biotechnology and highly respectful of the minds that seed that growth.

"I have always put great value in the scientists who actually make the discoveries. They're usually ... working actively with patients so they know what the improvement can be."

For Roy, there are three keys to a successful business philosophy:

- maintaining integrity;
- remaining committed to the focus of the business; and
- appreciating the value of relationships.

He has also learned that leadership isn't a solitary activity. Assembling effective teams is consequently one of his management priorities.

In addition, Roy has developed an ability to cut straight to the heart of operational problems.

"There are enormous demands on people like that, and I think he is a great find for Perceptronix," said **Hugh Magee**, chairman of Burnaby-based **Gwil Industries Inc.**, a private company that provides rental cranes for the construction and maintenance industry throughout B.C.

Magee met Roy about eight years

Mission: To lead Perceptronix's cancer fighting technology to profitable commercialization

Assets: Over two decades in public-sector leadership roles and a proven track record of assembling effective management teams

Yield: CEO of a B.C. biotech with a staff of 40 and ambitions to bring its made-in-B.C. medical solutions to the world marketplace

ago at Providence Health, when Magee was involved in a series of Providence health-care programs.

"He's one of [those] individuals who is always willing to look at alternatives and who is broad-minded in terms of changes," Magee said.

Roy's former colleague said that the Perceptronix CEO is a practical "unique individual" who has a clear sense of priority.

Those characteristics are critical to success in the biotechnology sector.

Said Roy: "When you look at the whole range of business options, especially for a start-up company, being able to negotiate deals and joint ventures, all requires a very clear sense of what your interests are, how those interests can be achieved and how [they are] complementary to a partner's interest ... Then, you have to be able to take risks in a very focused and deliberate way."

When he wants to get away from weighing up those risks and the hectic pace of business, Roy retreats to his Galiano Island property and its inspiring view of Georgia Strait and Mount Baker.

He's a fan of canoeing, skiing, reading non-fiction books and watching "deep movies."

"I'm not big on the superficial movies that my [four] children like to watch. I like movies with deep character development, that touch you emotionally and that are real, that demonstrate the challenges and the beauty of life."

Among his favourites are the acclaimed *The Remains of the Day*, the Oscar Award winning *A Passage to India* and **Roberto Benigni's** *Life is Beautiful*.

After one month on the job, Roy appears to be settling comfortably into his role at the helm of Perceptronix.

"I love the energy, the people that have made Perceptronix what it is today. I now have the great opportunity to be able to take the company into the next level of achievement, which is successful commercialization of its products." ◆

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