

## 10 QUESTIONS WITH JIM NORMAN

He is the founder of Aussie Medi Tech and an all-round laser expert. We speak to JIM NORMAN to learn more about him and his career spanning almost four decades.



### 1. How did you get into the aesthetics industry?

My background is electronic engineering and I have been working on Nd:YAG Lasers since 1982. Prior to establishing Aussie Medi Tech I specialised in the field of medical lasers and optics, and whilst in France, I worked with the R and D department at Thomson CSF (now known as Thales Group), which was a major electronics supplier to the defence, aerospace, airlines and transportation sectors. Following this I started my own business Aussie Medi Tech in 1997 where I first designed and produced systems for the Handicap to assist with movement disorders. After establishing my business, I began exploring lasers in the aesthetic field and found a new challenge in finding a quality laser that meets the standards of applications. During this time there were hardly any lasers in the market and this was exciting for me as it was an unknown. It was then that I was introduced to Quanta System and from that moment I pursued my passion in laser innovation.

### 2. What does a typical day in your life look like?

Typically I wake up at 6am have my coffee in the garden and enjoy a little bit of quiet time before planning my day. Once I'm in the office, I begin by sorting through emails and following up on clients. I then will either have a day scheduled for service appointments or application training, which is a passion of mine. Otherwise I would be demonstrating our devices to prospective clients. As most of our suppliers are in Europe, I tend to finish the day with some evening calls with our partners in Italy. I unwind my day by catching up on a nice conversation with my wife or playing with my collection of instruments that I have gathered from around the world such as the Guzheng (a Chinese plucked zither), the Sitar (a Plucked instrument from the Indian subcontinent), a Dulcimer from the Appalachian Mountains in America and of course my piano.

### 3. Favourite moment of your career?

There are many highlights however I was fortunate enough to be given a private tour of the Vatican rooms where the Pope resides, which is rarely open to the public. Quanta System is renowned for donating lasers in Italy to restore delicate

artworks, and the Vatican was one of them. As a thanks to Quanta System's donation we were given a private tour. It was an honour to be a part of this moment and to be involved with a company that has donated to for fine arts conservation to Pope Benedict. Thanks to this, numerous masterpieces have been given new life.

### 4. Which device has been the most exciting innovation of 2020 (or lately in general)?

Q Plus EVO MT. This is a Q-Switched Laser which represents real innovation thanks to the proprietary Mixed Technology by Quanta System. Quanta System introduced the concept of simultaneous emission of multiple wavelengths in order to broaden the range of possible applications, whilst providing better results by overcoming the limitations of single wavelengths such as downtime and PIH.

### 5. Best advice you've been given?

To learn to always adapt your business to the rapidly changing environment and find your balance.

### 6. Favourite travel destination (once borders reopen)?

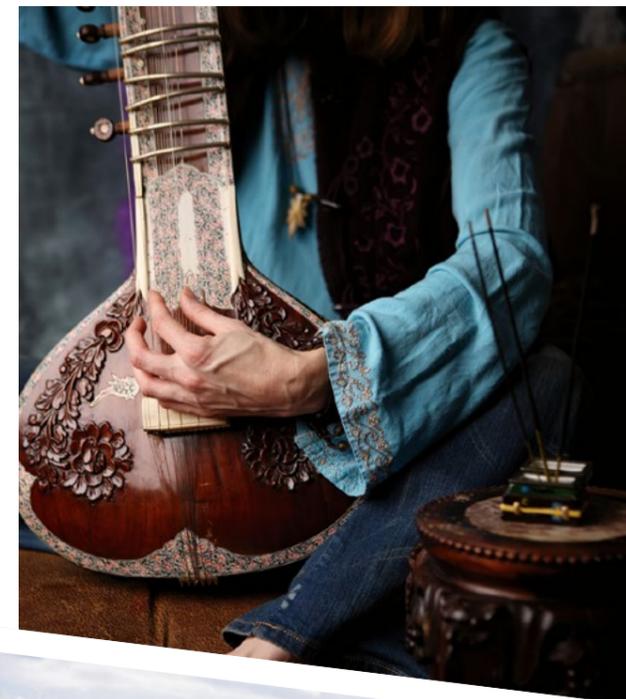
I have been lucky enough with my work to travel around the world and experience different cultures, however, I have always loved Italy; the culture, the food, the people and of course the shopping for my wife and three daughters. I have been going nearly every year with my family and separately for business. We always try and meet with our extended family and friends and this is why we love to go there, it feels like a second home for us.

### 7. What can and should practitioners expect from their device suppliers?

I strongly believe that a trustworthy and honest relationship is a key foundation for success. I believe in long-term relationships where a supplier should provide ongoing support beyond the sale. It should involve providing clients not just with initial training but ongoing training support and updates on new developments include treatment protocols. I believe that providing my clients with a personalised hands on approach to maximise their experience and to ensure they are utilising their devices to their full capacity.

### 8. What do you love most about your job?

Engineering has always been a hobby for me. Since a very young age before specialising in it at University, I always loved to pull things apart and study them from the inside out, understanding how it is designed, the concept behind it and how I can improve on it. I often liaise with the R and D Department of our suppliers in Milan on new ways to improve current devices or discuss new ideas. On the business side, I also enjoy making long term relationship with new clients and helping others grow their business and watching them flourish.



### 9. Has there been a silver lining for you in the pandemic?

Appreciating quality time with family and enjoying more time with my toddler granddaughter as she grows up. Enjoying the nonstop baking by my three daughters which has its own issues with the extra weight I piled on. Overall, seeing the support, positivity and resilience of my team and various clients who have faced hardship during this period. This period has taught us how to adapt more efficiently and quickly to challenging times that may be inevitable in the future.

### 10. What motivates you?

Witnessing the difference that my clients are able to achieve for their patients with the technology I am able to offer them. I have also always loved the challenging cases that can arise in service or applications and finding the solution for these complicated cases on the belief that nothing is impossible. 🍀