

Forty Under 40

Bright lights in our city

NICOLE ELOVITZ

HEMCON MEDICAL TECHNOLOGIES INC.

Director, brand management

Your Age: 38.

Hometown: I grew up all over the Northeastern seaboard, but mostly Radnor, Penn., outside of Philadelphia.

What led to your present career? Marketing and sales has been my passion since I was a little girl. From designing magazines for my dollhouse to selling candy for a profit in math class, I have always wanted to spend time at the intersection of creative thought and increased revenue.

Most significant issue your organization faces: Our most significant issue is the evolution of our product offerings and the changes that go with it. As our markets widen and our products diversify into additional areas, each new audience needs a focused solution set presented within a landscape they grasp and understand. As we enter each new space, we realize how much faster we need to move in order to continue to be an industry leader.

A hot topic in your field: Patient care and safety. Right now methicillin-resistant *Staphylococcus aureus* is about as hot a

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topic as you can find. The dangerous infection is affecting not only the people who contract it but also the hospitals where it is contracted. Effective this year, Medicare will make hospitals financially responsible for the care of patients who acquire MRSA infections while in their care. The purpose is to drive improvements in patient care settings and reduce the risk of hospital-acquired infections. A HemCon



bandage — which provides an antibacterial barrier — assists in improving that care for patients, making them safer from infection. It's our mission to create and manufacture medical products that improve the standard of care across the health care space, protect patients and improve their lives.

A difficult decision: I chose to put off teaching another branding class for the University of Portland's MBA program for a term or two. At the time of the decision my daughter was just starting second grade, my husband was making a career change to strike out on his own and I felt that HemCon should not suffer because of the commitments in the rest of my world. One skill I believe I possess is to know my limits — where to push and when to pull back. I promise to get back to it, though, and soon!

What do you do to relax? I knit. I love doing things with my hands. At times the “work” I do can be so theoretical it's nice to make something very tactile. I also spend a ton of time with my nuclear family and my

extended family of friends — usually I'm in the kitchen whipping something up for everyone to enjoy.

Charitable or political cause: I am very involved with the Jewish Federation of Greater Portland. The Fed (as I call it) provides me an opportunity to provide “tzedakah” — a required part of the Jewish faith. Many people think the word means “charity” — but in reality the Hebrew word means “justice.”

It is simply what you are supposed to do. It's fair to give. It's unfair not to give. It's everyone's right, and it is everyone's duty. Through the charitable work I do here in Portland I am supporting people of all belief systems both locally and overseas. It's the charity that captured my heart, my mind and my soul.

Currently reading: “The Pillars of the Earth” by Ken Follett.

Most embarrassing CD: Barbara Streisand — “The Broadway Album.”

Name one personal indulgence: I own about every kitchen gadget you can think of including a chinois, a potato ricer and a clay tandoor oven. If you need something unique (including an opinion) — I've got one (or two).

Favorite restaurant: It used to be Cuvron (but they up and left for NYC). Currently, it's a tie — Olea and Giorgio's. They are two blocks apart in the Pearl District.

For weekend escapes: My house when my daughter is at a sleepover. It's nicely decorated and they know how I like my eggs.

For travel: I've been to Hong Kong, Greece, the walled city of Dubrovnik and a number of other foreign places in between. There is only one country I have ever visited more than once, and that is Israel. I have been lucky enough to go twice (both times last year), and I hope it continues to be a familiar route for my family and me.