



GLOBAL IMPACT SPEAKER SERIES

Battling Counterfeit Medicines with Technology and Social Enterprise

Who	Ashifi Gogo CEO and Founder Sproxil, Inc.
When	Tuesday, November 29 2011 4:30 – 5:30pm
Where	R 0230 Ross School of Business
	Reception to Follow



Ashifi is CEO and Founder of Sproxil, a venture-backed for-profit enterprise that delivers product authentication and supply chain consulting services to pharmaceutical companies. Sproxil's services allow end-consumers to verify with a simple free text message that they are not purchasing counterfeit medication. Pharmaceutical companies pay service fees to Sproxil for the increase in sales of genuine pharmaceutical products. It enables consumers to participate in bringing an end to the \$75 billion trade in counterfeit medication, while putting manufacturers directly in touch with consumers to close the feedback gap in a cost-efficient scalable electronic way.

Ashifi is an expert in end-consumer authentication technologies. He is Six Sigma Black Belt certified in Good Manufacturing Practice and Continuous Process Improvement. He previously co-founded VSOL, a VoIP company that provides telephone services to the administration of a 24,000-student university in Ghana.

Ashifi holds a Ph.D. in Electrical Engineering from the Thayer School of Engineering at Dartmouth College and a double-major B.A. in Mathematics and Physics from Whitman College. He is Dartmouth's first-ever Ph.D. Innovation Fellow.

Read more about his work: <http://smarterplanet.com/blog/2011/10/meet-ashifi-gogo.html>

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For more information about the Global Impact Speaker Series, contact wdi-spss@umich.edu.