

Advanced Sterilization Products' Global Commercial Leader, Nilesh Shah, sets sights on preventing HAIs in Asia



Advanced Sterilization Products' (ASP) recently appointed Vice President, General Manager and Global Commercial Leader, Nilesh Shah looks to strengthen ASP's footing in growing markets to improve healthcare standards by reducing the rate of healthcare-associated infections (HAI).

After successfully managing the transition from Johnson & Johnson to Fortive as the parent arm in 2019, Nilesh is expanding ASP into emerging markets in Asia to equip healthcare facilities with infection prevention technologies and workflow solutions to increase efficacy and productivity.

To secure these ventures, ASP actively works with regulators and healthcare providers to reduce or prevent the rate of HAIs. ASP also works with other organizations like the Hongkong Sterile Supplies Management Association and Infection Control Nurses Association that support the prevention of HAIs by organizing seminars and conferences.

"As a resource in combating Covid-19 and other infections, we hope to overcome the medical equipment sanitization hurdles in current times with high-tech sterilization processes to minimize residue on the sterilized items which in turn will raise the level of healthcare and safety," Nilesh said.

According to the World Health Organization, 7 out of every 100 hospitalized patients are infected with healthcare-associated diseases in developed countries. These numbers rise in developing countries, where 10 out of every 100 patients become infected. *

In an effort to reduce these infections, Nilesh is determined to tackle sanitization issues in healthcare facilities by making these solutions accessible to healthcare providers. He cited that the lack of manpower, time, equipment, tool limitation and other resources are primary driving causes to this rising issue.

The Man Behind The Wheel

With over 23 years of experience in the healthcare industry in various segments ranging from sales and product development to marketing in global roles based in the US and EU, it was in 2012 when he decided to shift his focus to the APAC region. Churning out his leadership abilities and experience, he landed the role as ASP's Vice President/P & L Leader for Europe, Middle East, Africa, Asia Pacific, and Latin America in 2019 where he opened the Singapore ASP office.

With Nilesh's previous experience in the global market, he is set to focus his strategy and operations in Asia, EMEA and the Americas.

During the pandemic, Nilesh adopted a digital approach to maintain business and employee morale.

He said, "Digital adoption became a crucial aspect as in-person meetings were minimised. Shifting our communications and educational tools to a fully digital platform enabled healthcare professionals and customers to operate safely within their space while receiving the necessary support as they would have pre-pandemic."

ASP's determination to push through the pandemic in the best manner earned their Singapore, China and most recently Vietnam wings as certified Great Places to Work in July, September and October 2021, respectively. This recognition seal is awarded to companies with outstanding workplace culture which is attained through a rigorous data driven process of employee feedback – a reflection of employee satisfaction.

About Advanced Sterilization Products

Advanced Sterilization Products (ASP) is a global leader in infection prevention solutions for healthcare. With advanced products, technologies, and workflows for medical sterilization and disinfection, ASP is dedicated to defending the lives of patients, families, healthcare workers, providers and communities.

ASP created the first hydrogen peroxide Terminal Sterilization system, STERRAD™, and developed High- Level Disinfection products such as CIDEX™ OPA, AEROFLEX™, and Low-Level Disinfectant, PRESEPT™, amongst others. These solutions offer the assurance healthcare professionals need, as they protect patients during their most critical moments.

ASP has a prominent global presence in thousands of medical facilities around the world, currently represented in 13 markets across the Asia-Pacific region.



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