



Peter Keeling
CEO
Diaceutics

Peter Keeling, BA, MA, with over 24 years in international healthcare, has directly initiated and managed the launch of four pharmaceutical, seven OTC and five novel diagnostic products, three joint ventures and two major joint corporate marketing campaigns.

Mr. Keeling has spent two extended periods in applied industrial research, including a year at MIT's Pharmaceutical Program at the Sloan School in Boston, following which he became co-founder and CEO of a North Carolina based Diagnostic Company for 7 years.

In addition to his US focus, he has operated in all key healthcare markets of the world, i.e., Germany and Japan. Mr. Keeling has worked with American Monitor, Glaxo Wellcome and Diagnostics.

Mr. Keeling is currently the CEO of US/EU based Diaceutics. The mission of Diaceutics is to build formal bridges/frameworks for collaboration and partnering between key pharmaceutical and diagnostics players in pursuit of shared personalized medicine goals. Mr. Keeling has published widely in this arena and is considered a thought leader in the field.

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