



Deniz Bruce | CEO - GMDN Agency

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Deniz joined the GMDN Agency in November 2022. She boasts over 25 years of international strategic commercial experience in pharmaceuticals, biologics, and medical devices; her expertise includes both commercial organisations and non-profit NGOs. Specialising in strategic planning and implementation, business development, and leadership, Deniz has a proven track record of meeting challenging targets and managing change, alongside the essential skills required to advance GMDN's strategy, with a focus on external stakeholder engagement and patient safety.

Deniz is passionate about expanding the use of the GMDN Database (currently used in over 135 countries) beyond regulatory pre- and post-market applications, fostering new partnerships and supporting global harmonisation for the naming, grouping, and categorisation of medical devices. She holds an Economics degree from Hacettepe University.