Frans joined Smith & Nephew in 2012 as a senior vice president, leading global marketing and product development for the wound care business. He took on a new role in 2016 to lead a global team to drive excellence in marketing and sales practice across all franchises and regions, with a focus on digital marketing, marketing communications, marketing excellence, pricing and sales force excellence.

Prior to Smith & Nephew, Frans held various leadership positions in the pharmaceutical and diagnostics industry in both sales and marketing roles, and worked in Venezuela, Chili and the UK. He is a Dutch national and currently lives in London with his family.

Frans obtained his PhD in oncology from Free University Amsterdam cum laude, and graduated with a MSc in molecular biology from the VU University Amsterdam.