



**Ralph F. Ives, Executive Vice President, Global Strategy and Analysis, AdvaMed**

Ralph Ives has served as executive vice president of Global Strategy and Analysis from August 2004 to the present. Ives is responsible for the Association's efforts to provide adequate reimbursement, appropriate regulations, and open market access for medical technology products.

Ives was Assistant U.S. Trade Representative for Asia-Pacific and APEC Affairs, and Assistant U.S. Trade Representative for Pharmaceutical Policy in the Executive Office of the President. Ives previously served as Deputy Assistant U.S. Trade Representative for Latin America (1993-96), Europe and the Mediterranean (1996-99), and Agriculture (1999-2000), and held various Director-level positions at USTR.

From 1974 until joining USTR in 1988, Ives was an international economist in various positions in the Department of Commerce. From 1971-74, Ives served as an officer in the U.S. Air Force.