

Dr. Morbeck is Principal with Morbeck Consulting LTD, based in the US and NZ, and is an adjunct associate professor of Obstetrics and Gynecology at Monash University. He brings a data-driven discipline to help clinics identify quality improvement opportunities. In addition, Dr. Morbeck has a passion for clinically-relevant translational science and education - bringing innovative and insightful content to all areas of fertility care. He has held several leadership positions, including Chief Scientific Officer for Kindbody, Scientific Director at Fertility Associates New Zealand and Sunfert International Fertility Centre, Malaysian and Associate Professor at the Mayo Clinic in Obstetrics and Gynecology and Laboratory Medicine and Pathology. He obtained his Bachelor of Science from the University of Wisconsin, his MS and PhD from North Carolina State University and his MBA from Augsburg College. His research has focussed on quality in the laboratory, from culture media, protein and oil, and the use of KPIs to the promising integration of artificial intelligence. He has a keen interest in improving the patient experience through leveraging technology to enhance the delivery of fertility care.