

Media release

InSphero hires new Director of Global Marketing

Schlieren, Switzerland, January 28, 2014 – InSphero starts 2014 with a new Director of Global Marketing: Randy Strube, Ph.D. joined the company in January 2014 to strengthen InSphero’s marketing team.

With Dr. Strube, InSphero won a technically skilled and very experienced life science professional to continue its remarkable growth over the past years. Previously, Dr. Strube has helped build outstanding marketing frameworks for successful companies such as Enzo Life Sciences, Inc. and Assay Designs, Inc. As a trained microbiologist with a Ph.D. in cancer biology, he also brings the necessary technical background to help InSphero educate and inform the life science community about the advantages of 3D-cell-based assays over conventional 2D monolayers.

“As a rapidly growing, global innovation driver in the field of 3D cell-culture, we have a lot to tell,” explains Dr. Jan Lichtenberg, CEO and co-founder of InSphero. “With Dr. Strube joining us, we will be faster and more to the point in explaining InSphero’s cutting-edge products and services to drug-discovery and drug-safety customers all over the world.”

Excited to be part of the InSphero team, Dr. Strube commented, “The scientific and executive leadership at InSphero have established a technology, in-house expertise, and strategic partnerships that clearly distinguish InSphero within the 3D marketplace. I’m honored for the opportunity to help build the InSphero brand globally and to communicate the industry-transforming benefits of our technology to the scientific community.”

To find out more about InSphero visit www.insphero.com .

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About InSphero

InSphero is a leading supplier of organotypic, biological in vitro 3D microtissues for highly predictive drug testing. The company, headquartered in Zurich, Switzerland, with subsidiaries in the USA and in Germany, currently counts all of the top ten global pharmaceutical and cosmetics companies as customers. InSphero 3D Insight™ Microtissues enable more biologically relevant in vitro applications in efficacy and toxicology. The spin-off company of the Swiss Federal Institute of Technology (ETH) Zurich and the University Zurich has been recognized for its scientific and commercial achievements with a number of national and international awards and is also certified to the ISO 9001:2008 standard for its Quality Management System.

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Randy Strube, Ph.D., InSphero's new Director of Global Marketing