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Media Release – For Immediate Distribution

InSphero Adds Head of Sales, Expands Global Sales Team

Beate Schnell, Ph.D. joins senior team at global leader in 3D cell culture, new hires announced to support US and European growth.

Schlieren, Switzerland – Jan XX, 2016 – [InSphero AG](http://www.insphero.com), the leading supplier of easy-to-use solutions for production, culture, and assessment of more organotypic 3D cell culture models, has appointed Dr. Beate Schnell to serve as Head of Sales. Dr. Schnell joins the InSphero senior management team having previously held senior-level strategic sales, sales operations, and key account management positions at Promega Corp., Promega GmbH, and Abbott Diagnostics.

InSphero CEO and co-founder Dr. Jan Lichtenberg states the addition of Schnell “adds instant energy and over 15 years’ experience in the global life sciences research and diagnostics industry to lead our growing global sales team. Beate brings with her a proven track record of setting and achieving ambitious sales objectives with one of our industry’s leading companies, and her scientific background and customer-centric sales focus make her a natural fit for InSphero. We are excited to have her leading our team and driving our coordinated sales and marketing initiatives.”

Along with the hiring of Schnell, InSphero’s sales team and facilities are expanding to meet increased demand within the US marketplace where InSphero’s assay-ready 3D InSight™ Microtissues and contract screening services are gaining traction for safety and efficacy testing within the pharmaceutical industry. States Lichtenberg, “In addition to Beate, we’ve recently added experienced regional account professionals and field application scientists in the US and Europe. With the establishment of our US bioproduction facility in Brunswick, Maine, we have created capacity to provide responsive, best-in-class product delivery and support to our North American customers.”

For more information about InSphero, visit www.insphero.com.

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About InSphero

InSphero provides superior biological relevance to *in vitro* testing with its easy-to-use solutions for production, culture and assessment of more organotypic 3D cell culture models. The company's patented 3D cell culture platforms and methods enable large-scale, reproducible production of a broad range of assay-ready 3D InSight™ Microtissues derived from liver, pancreas, tumor, heart, brain and skin. These models and contract research services utilizing them help to identify promising drugs and toxic liabilities with greater predictivity at early development stages, enabling better pre-clinical decision making, saving development cost, and shortening time to market. InSphero technologies drive significant findings in [peer-reviewed journals](#), through collaborative projects such as [EU Body on a Chip](#) and [HeCaToS](#), and have gained validation in the world's largest government institutions and pharmaceutical, chemical and cosmetics companies. This 3D know-how is also being applied in the diagnostics field to aid development of personalized chemotherapeutic strategies for the treatment of cancer.

Founded in 2009, the privately held company is headquartered in Schlieren, Switzerland with subsidiaries in the United States (Brunswick, ME) and Waldshut, Germany. It has been recognized for its scientific and commercial achievements with a number of national and international [awards](#).

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