

## Surviving the Valley of Death: Neola Medical's CEO on Walk the Valley Podcast

**In this episode of Walk the Valley Podcast, CEO Hanna Sjöström shares her insights on the often underestimated challenges of turning medical device innovations into viable commercial solutions, and why strong IP and promising technology are just the beginning.**

Drawing on her leadership background from global consumer brands like Coca-Cola and L'Oréal, she reflects on how a strategic mindset, commercial thinking, and cross-functional execution are critical to navigating the "valley of death"—the phase where most medtech innovations fail to progress.

She also discusses Neola Medical's journey toward its first clinical study on preterm born babies, regulatory hurdles in Europe vs. the U.S., and the lessons she's learned about building the right team and avoiding common pitfalls on the road to market.

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### **About Neola Medical**

Neola Medical AB (publ) develops revolutionizing medical technology device for non-invasive continuous lung monitoring and real-time alerts of life-threatening lung complications of preterm born infants. Immediate detection of complications provides the possibility of early treatment, improved health care and healthier lives for preterm born infants. The patented cutting-edge technology is developed at Lund University in Sweden and based on a spectroscopic method that measures lung volume changes and oxygen gas concentration. Neola Medical is building on a historic Swedish legacy of medical technology innovation and invaluable contributions to global health care. The company was founded in 2016 and is listed on NASDAQ First North Growth Market (ticker: NEOLA). Read more at [www.neolamedical.com](http://www.neolamedical.com). The company's Certified Adviser is FNCA Sweden AB.

### **Image Attachments**

[Neola Medical On Walk The Valley Podcast](#)

### **Attachments**

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