

# Simon Østergaard appointed Chief Executive Officer and President of CellaVision

The Board of Directors at CellaVision has appointed Simon Østergaard Chief Executive Officer and President. Simon Østergaard takes on his new role in March 2021, succeeding Zlatko Rihter, who left the company on November 28. Until the date of entry, Magnus Blixt continues in his role as acting CEO and then returns to his regular role as CFO.

Simon Østergaard has extensive international experience from the medical device and diagnostic (IVD) industries while holding various leadership positions covering the entire value chain from business development, research & development, quality assurance, operations to sales and marketing. Simon Østergaard joins CellaVision from Agilent Technologies where he holds the role as Vice President & General Manager for the global Pathology Division and the role as Country General Manager for Denmark.

Simon Østergaard's broad experience is primarily in CellaVision's adjacent area of pathology and over the past ten years he has had the overall responsibility for different business areas of diagnostic laboratory solutions and point-of-care solutions in companies such as Agilent Technologies and Danaher Corporation. In Simon Østergaard's most recent assignment as Vice President & General Manager of the Pathology Division at Agilent Technologies, Simon Østergaard is leading its global franchise for cancer diagnostics with employees located in Copenhagen, Santa Clara, Carpinteria and Penang in addition to the global sales footprint. Simon Østergaard has profound sales and marketing experience from execution of direct and indirect business models within pathology. He has also been leading the global OEM antibody business of Agilent Technologies having a similar sales channel structure as CellaVision.

"With Simon Østergaard, CellaVision will get a CEO combining experienced leadership with a strong communicative ability and a broad technical knowledge in key areas. In addition, Simon Østergaard has an outstanding understanding of CellaVision's areas as well as the unique combination of commercialization and experience with new product development. Simon has the expertise to take CellaVision to the next step and develop the company further." says Sören Mellstig, CellaVision's Chairman of the Board of Directors.

"CellaVision and I share a mission of providing ultimate diagnostic workflow solutions to the benefit of patients and laboratory professionals. CellaVision has cemented its position as the global category leader of digital cell morphology within hematology, and I am extremely excited to join the team and continue its growth journey by digitally transforming hematology laboratories and networks enabling accurate and efficient diagnosis of blood-based diseases. The company's unique solutions, competent employees, commercialization successes and acquisitions, exert an excellent platform for CellaVision that we together will develop and commercialize to its full potential." says Simon Østergaard, incoming Chief Executive Officer and President, CellaVision.

Simon Østergaard holds a Master of Science in Biochemical Engineering and a PhD in Biotechnology from DTU (Technical University of Denmark) in addition to an MBA from Macquarie Graduate School of Management, Sydney.

**For further information, please contact:**

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CellaVision is an innovative, global medical technology company that develops and sells its own leading systems for routine analysis of blood and other body fluids in health care services. The products replace manual laboratory work, and secure and support effective workflows and skills development within and between hospitals. The company has leading-edge expertise in sample preparation, image analysis, artificial intelligence and automated microscopy. Sales are via global partners with support from the parent company in Lund and by the company's 18 local market support organizations covering more than 40 countries. In 2019, sales were SEK 462 million and the company's growth target is 15% per year over an economic cycle. CellaVision's registered office is in Lund, Sweden. The share is listed on the Nasdaq Stockholm, Mid Cap list. Read more at [www.cellavision.com](http://www.cellavision.com)

*This information is information that CellaVision is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 2020-12-01 08:20 CET.*

**Image Attachments**

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[Simon Ostergaard](#)**Attachments**

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