



Prostatype Genomics strengthens market organization

-Recruits Communications Director from Novartis

Starting August, Nicklas Rosendal took the position as Communications Director for Prostatype Genomics. Nicklas comes directly from the pharmaceutical company Novartis, where he for several years served as head of communications and as responsible for all communications and collaborations with, among others, patient organizations in all Nordic markets.

Nicklas also has experience of working as a communications consultant, including from Hallvarsson & Halvarsson, a leader in investor relations communication, but also from professional services companies such as Ernst & Young.

"Coming from one of the world's largest pharmaceutical companies to a smaller but fast-growing innovation company has been extremely exciting," says Nicklas. "I hope to be able to put my experience to good use and help communicate regarding the exciting journey of Prostatype Genomics".

Prostatype Genomics CEO Fredrik Persson comments on the recruitment: "One of our most important priorities has been to strengthen the organization with an experienced communicator who can get our message out and increase awareness of Prostatype® and Prostatype Genomics. Nicklas has experience of communicating complex messages in a powerful way on different platforms, and with his experience of working in both Nordic and international markets, he will be an important reinforcement for Prostatype Genomics."

Fredrik Persson

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Certified Advisor

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Prostatype® is a genetic test that is available to patients and treating urologists as a complementary decision basis for the question of treatment or non-treatment of prostate cancer. The test was developed by a research group at Karolinska Institutet and is provided by Prostatype Genomics AB.