

Pharmacolog expands US sales force

Pharmacolog has hired Steve Maiorano as Sales Representative in Pharmacolog USA Inc. Steve has many years of experience in selling medical technology and services to pharmacies and hospitals globally. Steve most recently comes from a role as Director Sales and Marketing at TouchPoint Medical and will begin his employment on first of October.

As part of its commercial expansion in the North American market, Pharmacolog has hired Steve Maiorano as Sales Representative in the US market with major geographical focus on the east coast. Steve has more than 20 years of experience in doing business with hospital pharmacies. Steve most recently comes from a position as Director Sales and Marketing at TouchPoint Medical and will begin his employment with Pharmacolog on October first.

Mats Högberg, CEO, comments: "We are extremely pleased to have Steve on board. Steve has a very suitable background and an outstanding network in the East coast area, something that is very valuable to the company. We expect an accelerated business growth now that we have our own direct sales resources focusing on US east coast."

Steve Maiorano, Sales Representative, comments. "I am excited to begin my new business adventure with Pharmacolog and honored to be part of the growing team in the United States. Every day in the U.S. there is a growing concern around patient safety and drug diversions in healthcare facilities across the U.S. During my 20 plus years in healthcare I have witnessed first-hand the need for Pharmacolog's products and I feel they will have a huge impact on patient outcomes and drug diversion in the U.S."

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About Pharmacolog AB

Pharmacolog is specialized in developing systems and solutions for more effective and safer use of intravenous drugs. The company's first product, DrugLog®, enables a nurse or pharmacist to quickly and easily verify that an injectable drug has the right identity and concentration. Pharmacolog's long-term vision is an individually optimized medication for each individual patient, considering all available parameters in the control and distribution of the drug. Further information regarding the company is available at www.pharmacolog.com. The company's Certified Adviser is Mangold Fondkommission AB, which can be reached on telephone number +46 8-5030 15 50 or through CA@mangold.se.