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## AcouSort strengthens organization with Business Development Manager

**AcouSort has hired Jens Blach Andersen as Business Development Manager. Blach Andersen has experience from leading positions within sales and marketing at Tetra Pak and Alfa Laval and will play a key role in implementing AcouSort's business strategy going forward.**

As Business Development Manager, Blach Andersen will be responsible for AcouSort's business development and commercial expansion. The main focus will be to identify new OEM customers and drive the development of AcouSort's sample preparation modules to match the market demand – an important step in the company's aim to become the preferred provider of automated sample preparation modules for the life science industry.

*"We are very excited to welcome Jens Blach Andersen to the AcouSort team. With his solid experience in sales and marketing from worldwide companies as well as startups, he will play a key role in our commercial expansion moving forward. Over the last years, we have seen a rapidly increasing interest from the life science industry. In the role of Business Development Manager, Blach Andersen will coordinate and focus our efforts to continue turning the interest into commercial deals. This organizational strengthening is an important step in our effort to establish ourselves on one of our key markets – the global market for blood sample management, analytical systems and consumables – which is expected to reach USD 47 billion in 2022." says AcouSort's CEO Torsten Freltoft.*

Blach Andersen started his position as Business Development Manager Jan 1<sup>st</sup> 2021. In addition, AcouSort has also strengthened its product development group hiring Praveen Kanna Babu as a Mechanical Design Engineer.

**For further information on AcouSort, please contact:**

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### **About AcouSort**

AcouSort AB (corporate registration number 556824-1037) is an innovative technology company focusing on developing products and solutions for integrated preparation of biological samples. With the help of sound waves, the company's products can separate blood cells, concentrate, purify and stain cells, exosomes and bacteria from biological samples. The technology of the company's products is acoustofluidics, where sound waves and microfluidics enable automated handling of samples in a range of application areas, from research on new biomarkers to the development of new diagnostic systems for near-patient testing – so-called Point-of Care (POC) systems. The company's commercialization strategy is based on the already proven business model of providing separation modules to diagnostic system manufacturers for integrated sample preparation as well as to continue the commercialization of the company's research instruments. With the help of the company's products and development of point-of-care tests, new diagnostic systems and treatments are enabled, addressing some of the most challenging disease areas of our time: cancer, infectious diseases and cardiovascular diseases.