

ChromoGenics

ChromoGenics has appointed Åsa Stroofe as Chief Marketing Officer

ChromoGenics is accelerating its commercialization of ConverLight™ dynamic glass for solar control given the increasing demand for energy efficiency in buildings. Åsa Stroofe has been appointed Chief Marketing Officer, CMO, from November 1st 2017 and will be part of the company's executive management team.

With a B.Sc. in Physiological Science and master classes in Marketing Management, Åsa has more than 20 years of strategic and tactical experience from both international corporations and start-ups. She has held several global marketing roles, most recently at Thermo Fisher Scientific.

"We are pleased to have Åsa with us to drive our marketing strategy. Åsa brings vast experience in establishing new technologies globally," says Thomas Almesjö, CEO of ChromoGenics. "We are now in an exciting commercialization phase and with Åsa's customer-centric approach, we will strengthen ChromoGenics' market position."

"I am delighted to join the energetic team at ChromoGenics," says Åsa. "Bringing a unique sustainable solution for solar control to the real estate market is exciting. ConverLight™ dynamic glass enables property owners, architects and construction companies to decrease energy consumption and improve indoor comfort while preserving natural daylight and views. I look forward to contributing to the continued success of ChromoGenics," concludes Åsa.

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About ChromoGenics

ChromoGenics is a leader in dynamic glass with controllable heat- and light transmission. The company's unique electrochromic technology ConverLight™, provides sustainable solar control with increased indoor comfort and energy efficiency. In 2016 the company started commercial sales to real estate projects in Scandinavia.

ChromoGenics is located in Uppsala and has about 20 employees. The technology is derived from the world leading research center at Ångström Laboratory at Uppsala University. The plant has been partly financed by a conditional loan from the Swedish Energy Agency. ChromoGenics share (CHRO) is listed on Nasdaq First North Stockholm with G&W Fondkommission as Certified Adviser.

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