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Genovis further expands marketing organization

Genovis is expanding its sales and marketing organization at its Lund headquarters and has hired Rob Horsefield as Sales & Business Development Manager. Rob has multiple years of experience in the industry from sales in analytical chemistry, pharmaceutical development and protein chemistry. Rob will join Genovis in August.

Rob Horsefield holds a PhD in protein chemistry and joins us most recently from Agilent, where he worked for six years as Account Manager and Product Specialist in chromatography and mass spectrometry. Previously Rob worked with protein analysis at AstraZeneca.

“I am extremely pleased that Rob has chosen to join our team. He will contribute industrial experience from the analytical industry and he also brings a clear customer perspective from his years in the pharmaceutical industry. Hiring Rob is in line with our commitment to focus on high industrial expertise in our expanding market organization, which will help to further enhance our innovation moving forward,” says CEO Fredrik Olsson.

“Genovis continues to grow their exciting SmartEnzymes product portfolio for the important therapeutics market place – this is one of the main reasons for my interest in this role. I am looking forward to working with these products, the great team at Genovis and their important customer base in Europe and Asia. I hope we can take advantage of my experience with protein biochemistry, time within the biopharma sector and within LC/LC-MS sales, to maximize sales opportunities and grow the business,” says Rob Horsefield.

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ABOUT GENOVIS

Genovis' business concept is to apply its knowledge and imagination to design and provide innovative tools for the development of the drugs of the future. Today Genovis sells several enzyme products known as SmartEnzymes™ all over the world in innovative product formats that facilitate development and quality control of biological drugs.

The Group consists of Genovis AB and the wholly owned subsidiary Genovis Inc. (USA). Genovis shares are listed on NASDAQ First North Stockholm and Erik Penser Bank is the Company's Certified Adviser. T: +46 (0)8-463 83 00.

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