



As market launch approaches, Calmark reinforces the team with an experienced International Sales Director

Calmark Sweden AB has signed an agreement with Marianne Alksnis, who will be the company's new International Sales Director. Marianne will join the company on 15 October. She will be responsible for building the wide network of distributors that will provide the framework for Calmark's sales strategy.

Marianne Alksnis has extensive experience in international business development and marketing from leading positions in life science companies. She has mostly been working in SME undertakings with a focus on POC diagnostics and development of pharmaceuticals. She also has solid experience of helping startups to commercialize their innovations. Marianne's most recent position was at Mercodia AB, where she was responsible for building a global network of distributors in her role as Global Export Manager. She has successfully established the company's products on new markets, including Asia.

"Calmark is a very exciting company, and I look forward to participate in placing the innovative products on the world map! I am very pleased to be able to contribute with my knowledge and experience to the important work that Calmark is doing", says Marianne Alksnis.

"We are thrilled to be able to welcome Marianne to our team", says Anna Söderlund, CEO of Calmark. "Her vast experience from international marketing through distributors is practically tailor-made to our needs. Marianne will play a pivotal role in our market launch and sales start."

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Calmark Sweden AB is a medical technology company developing a point-of-care (POC) analysis method with easier and faster sampling of medical conditions in newborns. The unique test platform, which consists of a reader and single-use products, is expected to be ready for launch in 2020 when three important POC tests are introduced. The WHO estimates that 1.5 billion children will be born worldwide by 2030. In the Western world, the introduction of POC diagnostics is resulting in huge savings and shorter healthcare chains. In less developed healthcare systems, the product helps save lives. Calmark aims to become the global leader and ultimately to offer all relevant POC tests for the first period of life, regardless of where in the world a baby is born. Read more about Calmark www.calmark.se/eng/home.