



Appointment of Christine Marks as Vice President of Marketing and Commercialisation

Apr 13, 2022

Seasoned marketing & commercialisation professional to help bolster commercialisation expertise

LONDON, U.K AND DALLAS, TX, U.S. Spectral MD Holdings, Ltd. (AIM: SMD), a predictive analytics company that develops proprietary AI algorithms and optical technology for faster and more accurate treatment decisions in wound care, announces the appointment of Christine Marks as VP of Marketing and Commercialisation with immediate effect.

Ms. Marks brings over 20 years of marketing and commercialisation experience to Spectral MD, launching innovations globally at medical device and technology companies. Ms. Marks is an innovative and strategic marketing executive with leadership experience in the medical device, diagnostic, B2B and B2C industries. In addition, Ms. Marks has a successful track record of driving organisational growth through VOC market research, product launch, digital companions and building high performing teams. Ms. Marks has been responsible for transformational commercialisation at high growth companies, where she was responsible for developing and executing key marketing strategies and campaigns.

Prior to joining Spectral MD, Ms. Marks has held senior marketing roles across various medical device and technology companies where she has demonstrated ability to increase revenue, brand value, profit, and marketing ROI. Most recently, Ms. Marks served as Vice President, Sales & Marketing at Monarch Medical Technologies, the maker of the [EndoTool® Glucose Management System](#), where she created account-based marketing strategies outlining focused growth plans and targeted messaging to health systems. Prior to Monarch Medical Technologies, Ms. Marks has held multiple Vice President of Marketing roles in the wound care space, where she has been instrumental in developing successful go-to-market strategies to fuel commercialisation and growth. This experience in the wound care sector will provide a valuable addition to Spectral MD's leadership team as it develops its DeepView® wound imaging platform towards commercialization.

As VP of Marketing and Commercialisation at Spectral MD, Ms. Marks will develop and implement cohesive marketing plans to increase brand awareness, while overseeing marketing strategies and efforts to strengthen Spectral MD's market position and achieve commercial goals.

Wensheng Fan, CEO of Spectral MD Holdings, Ltd, said: *"We are pleased to strengthen our commercialisation expertise with the addition of Christine to our leadership team. With more than 20 years of experience in healthcare sales, marketing, and commercialisation, Christine will be instrumental in solidifying our marketing and commercialisation strategy as we work towards commercialisation and beyond."*

"Our continued growth has allowed us to bring these experienced leaders to the company. Christine's expertise is just what we need to scale our growth and position DeepView® for market success."

Christine Marks, VP of Marketing and Commercialisation, said: *"I am thrilled to be joining an amazing company and a tremendously talented team at such an exciting and transformational time. Spectral MD is a pioneer of disruptive technology that will significantly improve the wound care sector for patients, and I look forward to further elevating the value of this transformative technology."*

For further information please contact:

Spectral MD Holdings, Ltd.

Wensheng Fan, Chief Executive Officer

Nils Windler, Chief Financial Officer

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Stuart Gledhill/Caroline Rowe (Corporate Finance)/Vadim Alexandre/Rob Rees (Sales & Broking)

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