

PRESS RELEASE

Healthcare IT business Trialbee pursues strategic expansion through new talent and investment

Swedish clinical trial technology firm Trialbee announces the appointment of several new senior leadership positions and new investments. This injection of talent and funding will underpin Trialbee's plans for corporate growth and expansion into the US market.

Trialbee mobilizes and prepares for strategic expansion through the addition of new investments. Trialbee is a Swedish clinical trial technology company providing smart patient matching and engagement services to accelerate drug development for pharmaceutical companies and contract research organizations (CROs) around the world. Investors include Stiftelsen Industrifonden, Briban AB, Birgeron Invest LLC and Ulf Wiinberg Consult & Invest AB, Anders Tullgren, Daniel Spasic and Newton Aguiar.

“We increased our investment in Trialbee because we believe that the company’s prospects for growth are very bright,” said Patrik Sobocki from Industrifonden, one of the largest venture capital firms in the Nordic region. “There is a huge need for greater digitalization in clinical research, and the unique end-to-end technology platform that Trialbee offers is unmatched by anything else we’ve seen in the market.”

As a part of Trialbee’s plans for expansion in the US market, the company has recruited two new executive leadership roles. Lollo Eriksson has been appointed CEO, succeeding founder Tobias Folkesson, who is assuming the role of Strategic Technology Advisor. Robert Molander has joined as the global Senior VP of Marketing. Eriksson and Molander bring extensive clinical and commercial life science experience to the company.

The board has been further strengthened by the addition of Anders Tullgren (as chairman), Newton Aguiar and Daniel Spasic (board members). Tullgren brings pharmaceutical executive leadership experience, Aguiar private equity healthcare experience while Spasic is the founder of the global CRO TFS.

“Trialbee is entering a new growth phase and bringing on professionals with extensive life science industry experience is a natural part of that transition,” said Anders Tullgren, chairman of Trialbee. “I am thrilled to be guiding such a diverse and talented team – it’s a company where people with executive experience in pharma and clinical research are now working seamlessly with best-in-class programmers and interaction designers.”

The diversity of perspectives across Trialbee’s executive leadership team and the board is seen as a strategic asset in contributing towards the company’s continued expansion.

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About Trialbee:

Trialbee is a world leader in the digitalization of clinical research, partnering with pharmaceutical companies and CROs to provide an end-to-end clinical technology platform to improve clinical trial implementation. Founded in 2010, the company has consistently been recognized for its best-in-class technology platform enabling accelerated patient matching and engagement.

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