



## Theraclion Hires Business Development Director for Asia

*Appointment Strengthens Sales and Marketing Capabilities of New Asia Branch*

**Malakoff – April 15, 2015 – THERACLION** (Alternext, FR0010120402 - ALTHE) a company specializing in leading-edge medical equipment for echotherapy, today announced the hire of Dennis Guo as Business Development Director for Asia and confirms its presence in Asia after the recent opening of a branch in Hong-Kong (March 12, 2015) under the lead of Sylvain Yon.

In his new role, Guo is responsible for growing the Asia market for Echopulse®, Theraclion's echotherapy technology that uses ultrasound image guidance to non-invasively treat tumors with high-intensity focused ultrasound (HIFU). Guo will oversee marketing, sales and clinical development for the region and will implement the company's strategy with its local distributors. He will also work to establish a key opinion leader network within Asia. Guo will be based out of the new Asia office in Hong Kong, where he'll be well positioned to build and grow relationships with customers, distributors and prospects.

Guo brings nearly 15 years of healthcare business development experience in Asia particularly in Greater China and Southeast Asia. Previously he served as the Regional Marketing & Sales Manager for Hologic in Asia where he was responsible for strategic planning and market development, and greatly increased the market share for Hologic breast health products within the region. Prior to that, Guo worked for HybriBio Ltd., a start-up of VersiTech Ltd., the commercial branch of the University of Hong Kong, that offers the leading brand of human papillomavirus (HPV) in vitro diagnostic (IVD) kits within China, where he established the company's marketing and sales team. Guo graduated from Glasgow University in the United Kingdom with a Master of Science in Bioengineering and Master of University Administration in project management.

*"Asia is a key region for Theraclion because the greatest number of breast fibroadenoma and thyroid nodule procedures take place there every year," said David Caumartin, CEO of Theraclion. "We believe Dennis's expertise in oncology sales and marketing, and his extensive experience in the region will play an important role in bringing the benefits of echotherapy to patients throughout Asia."*

### **About Theraclion**

Theraclion is a French company specializing in high-tech medical equipment using therapeutic ultrasound. Drawing on leading-edge technologies, Theraclion has designed and manufactured an innovative solution for echotherapy, the Echopulse®, allowing non-invasive tumor treatment through ultrasound-guided high-intensity focused ultrasound.

Theraclion is ISO 13485 certified and has received the CE mark for non-invasive ablation of breast fibroadenomas and thyroid nodules. Based in Malakoff, near Paris, France Theraclion has brought together a team of 25 people, 52 percent of whom are dedicated to R&D and clinical trials. For more information, please visit Theraclion's website: [www.theraclion.com](http://www.theraclion.com).

### **Theraclion is listed on Alternext Paris**

**Mnemonic: ALTHE - ISIN Code: FR0010120402**

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