

FOR IMMEDIATE RELEASE

Med-tech innovator Cortrium names Claus Bildsøe Astrup as new CEO

Experienced leader Astrup to accelerate growth at successful Danish scale-up

COPENHAGEN - Nov. 3, 2020 - Experienced medical technology leader Claus Bildsøe Astrup has been appointed Cortrium's new Chief Executive Officer. The announcement comes on the back of two years of rapid expansion for the Danish Med-Tech company.

"My ambition is to lead the company towards rapid growth in new and existing markets while continuing to develop innovative and user-friendly solutions that significantly improve patient experiences and ease the work of healthcare providers," said Claus Bildsøe Astrup in an official statement following the announcement, adding "With innovative products like the C3⁺ Holter Monitor and AI-supported analysis software, Cortrium has huge growth potential."

An experienced CEO, marketer and strategist, Claus Bildsøe Astrup has been active in the med-tech and pharmaceutical industries for more than 20 years, working in multinationals like Novo Nordisk and Coloplast as well as companies across the Danish start-up ecosystem. During his eight years as a General Manager and Vice President at Coloplast, he was responsible for major sales growth and subsidiary management in the European and Asian markets. For the past twelve months, he has led sales and marketing activities as Cortrium's Chief Commercial Officer.

Now present in 14 countries and working in collaboration with international pharmaceutical companies, the appointment of Claus Bildsøe Astrup marks a significant step towards establishing the innovative heart rate monitoring scale-up as a major player in the healthcare market.

"Given his expertise in medical technology and his range of experiences from across the pharmaceutical and Med-Tech industries, we are confident that Claus Bildsøe Astrup will be able to lead Cortrium to reach its ambitious goals as it matures as a company," said Niels Zibrandsen, Chairman of the Board.

Following InQvation's investment in Cortrium in 2018, InQvation's Head of Business Development Karsten Madsen was chosen to serve as interim CEO. Having secured major wins for the company over the last two years, Madsen will continue to advise and contribute to Cortrium as a member of the Board of Directors.

Cortrium is a Danish medical technology company developing state-of-the-art, medically approved, ambulatory ECG systems. The company offers innovative and user-friendly solutions that are shaping the healthcare market of tomorrow, and benefiting physicians and patients today. <https://www.cortrium.com>

InQvation is a start-up development firm helping entrepreneurs succeed. They build successful start-ups together with ambitious founders. And they come with more than just capital. The approach? Hands-on! They help with everything from attracting bad-ass talents to the team to solving deep technical architecture issues – and everything in between.

<https://inqvation.dk>

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