

FOR IMMEDIATE RELEASE



Four Industry Leaders join ysura's Board

Munich (Germany) 27 September 2017. Munich-based software vendor ysura GmbH is pleased to announce that four renowned experts joined the company's advisory board to help the company expand their leadership as a high-end supplier of sales and marketing solutions to the pharmaceutical industry.

The board brings together individuals with profound knowledge in sales, service, technology, pharmaceuticals and high-growth startups and will advise the management in fine-tuning its corporate roadmap and growth strategy.

ysura is management-owned and has experienced profitable growth since the founding in 2012. Unlike the boards of many early-stage technology companies, the ysura board is not driven by financial investors.

"We are honored that these four highly respected leaders are willing to invest their time and expertise to help ysura reach our growth potential" explained **Keith Gruen**, Co-Founder of ysura.

The Advisors



Hanspeter Quodt, former SVP and Managing Director of MSD Germany, spent 37 years of his career in the pharmaceutical industry and has deep knowledge of all facets of the business. Under Mr. Quodt's leadership, MSD expanded its market share, increased its profitability and merged several businesses. Currently he acts as an advisor for two start-ups, healthcare projects and an emerging local aviation company.



Michael Rehm looks back at a remarkable career as Partner at Accenture, Member of Management Team at SAP and Managing Director of IDS Scheer. With an uncanny ability to bridge technology, marketing and strategy, Mr. Rehm's advice is invariably grounded in hard facts. Today he is able to dedicate more time to his collection of classic automobiles.



Michael Ricks helps corporate leaders to formulate strategy, generate revenue traction and manage risk. His global, customer-facing leadership roles at Marsh, Accenture, Capgemini, BearingPoint, Deloitte and Ernst & Young prepared him for his current activities as advisor to growth-oriented enterprises. Mr. Ricks is a recognized expert on long-term scenario planning, aerospace and cybersecurity.

Hartmut Schaper brings long term experience as CTO and executive in the software industry to the board of ysura. He has held senior roles at multiple software companies including TPS Labs, iXOS AG, SAP AG and Siemens AG. Currently he is Senior Vice President at CompuGroup Medical, responsible for Laboratory Information Systems. He's one of only few people who knows how to build and manage a platform for a million or more users as well as how to run a software business.



About ysura

ysura designs and develops innovative solutions for the pharmaceutical industry. The solutions cover multi-channel sales, consent management, map-based targeting, personalized emails, campaign management, key opinion leader marketing and more. The Munich-based company is in privately held.

Press Contact: Andrea Hollweck, andrea.hollweck@ysura.com, phone +49 178 402 37 90