



## Theradiag strengthens its management and names two industry experts at the head of its business units

**Croissy-Beaubourg, September 18 2013** – THERADIAG (ISIN : FR0004197747, Ticker: ALTER), a company specializing in theranostics and *in vitro* diagnostics (IVD), is proud to announce today the appointment of two new Vice Presidents for its business units, in line with the strategic organization of the company in two divisions. Odile Prigneau, previously head of marketing, is named General Manager of Prestizia.

**Philippe Lestage and Valery Labonne, M.D., to lead the « *In vitro* Diagnostics » and « Theranostics » divisions**

Philippe Lestage joins Theradiag from Ortho Clinical Diagnostics, a Johnson & Johnson company, where most recently he held the position of marketing director Transfusion Medecine for Europe. He will head the IVD business unit, responsible for commercial operations, marketing and customer service for France and international markets.

Valery Labonne, former marketing director for Boehringer Ingelheim and co-founder of StarGen Consulting, will lead the theranostics business unit within Theradiag. He will oversee domestic and international sales and marketing.

Lestage and Labonne will report directly to Michel Finance, the CEO of Theradiag.

**Odile Prigneau, Ph.D., named General Manager of Prestizia**

Current Vice President marketing and business development, Odile Prigneau is appointed General Manager of Prestizia, the subsidiary of Theradiag dedicated to microRNAs. She brings to Prestizia her significant experience in molecular biology. She will retain her business development responsibilities within Theradiag and assist Valery Labonne's marketing team in making the transition into their new responsibilities.

*“We are proud to announce these key recruitments for Theradiag’s two business units, which now have strong leaders to accelerate their development. Philippe Lestage brings extensive experience in international marketing of *in vitro* diagnostics. Valery Labonne has over 20 years of experience in the pharmaceutical industry and in building partnerships and coalitions between all actors of the European healthcare system. We are also pleased to recognize Odile Prigneau’s accomplishments. Her new appointment strengthens the strategic organization of our company and our subsidiary Prestizia. I am confident that these new additions to our team will be key assets in advancing our business in France and internationally.”* said Michel Finance, CEO of Theradiag.

Eric Sallen, current director of sales, is leaving the company in September.

### **Biographies**

Philippe Lestage started his career as a business engineer, and then spent over 20 years at Ortho Clinical Diagnostics where he held several of marketing, business and management positions. Most recently, he served as European Marketing Director for Transfusion Medecine. Philippe Lestage holds



a master of science in Biochemistry and Genetics from the University of Bordeaux, as well as a marketing degree from CNAM and an executive MBA from HEC Paris.

Valery Labonne, M.D., first joined the pharmaceutical industry as a sales representative for Merck Sharp & Dohme Chibret. He then joined the Aventis group in 1993 as Product Manager. In 2001, he is named Cardiology Marketing Manager at Sanofi Synthélabo. In 2003, he joins Boehringer Ingelheim where he last held the position of Head of Marketing France. In 2011, Valery Labonne co-founded StarGen Consulting, a European team of strategic healthcare consultants. Valery will retain his activities for StarGen Consulting on a part-time basis until the end of 2013. He received his medical degree from the Medical School of Paris XI and MBA from HEC Paris.

#### **About Theradiag**

Backed by its expertise in the distribution, development and manufacturing of in vitro diagnostic tests, Theradiag innovates and develops theranostic tests (combining treatment and diagnosis) that measure the efficiency of biotherapies in the treatment of autoimmune diseases, cancer and AIDS. Theradiag is thus participating in the development of "customized treatment", which favors the individualization of treatments, the evaluation of their efficiency and the prevention of drug resistance. Theradiag markets the Lisa-Tracker range (CE marked), which is a comprehensive multiparameter diagnosis solution for patients with autoimmune diseases treated with biotherapies. Theradiag is also developing new diagnostic markers thanks to its microRNA platform, which will allow specific biomarkers to be identified in order to guide therapy and will be first and foremost applied to the treatment of AIDS. The Company is based in Marne-la-Vallée, near Paris, and in Montpellier, and has over 50 employees.

For more information about Theradiag, please visit our website: [www.theradiag.com](http://www.theradiag.com)



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