

**EPEMED the European Personalised Medicine association
appoints its General Delegate and several new board members**

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EPEMED the European Personalised Medicine association has appointed Mrs Emmanuelle BENZIMRA as new General Delegate of the association based in Luxembourg.

Emmanuelle BENZIMRA has a broad experience in various sectors including the finance and investment banking industry, non-profit start-ups and philanthropic organisations to which she brings her dynamism, expertise and skills in business development and management.

“The appointment of Emmanuelle BENZIMRA as General Delegate will strengthen EPEMED strategic development at a time where our actions are clearly ramping up” said Alain Huriez, MD Chairman of EPEMED.

“I am impressed by the dynamic that EPEMED created in such a short period and the body of leading experts it did attract. EPEMED is now in a pivotal position to represent a notorious center of influence towards European institutions and governments for the mass introduction of Personalised Medicine in healthcare systems and harmonization of practices for the benefit of patients. I am honored to represent this flagship and contribute to the realization of its mission.” commented Emmanuelle Benzimra.

Furthermore, 3 new board members are appointed: Patrizia LUCHETTA, Werner VERBIEST and Peter COLLINS.

Patrizia LUCHETTA is the Director of New Technologies at Ministry of the Economy and of Foreign Trade, Grand Duchy of Luxembourg. She has been the lead agent in developing the Health Sciences and Technologies Hub, to bring expanded research, business and job opportunities to the Luxembourg economy. Patrizia sits on the Board of the Integrated Biobank of Luxembourg (IBBL) as deputy chairman, and on the Board of Integrated Diagnostics, a Seattle-based start-up.

Werner VERBIEST is Global Head of Janssen Diagnostics. In this capacity, Werner plays a leading role in advocating for and actualizing a personalised medicine approach within Johnson & Johnson/Janssen and carries an extensive track record in drug development projects, clinical trials, product marketing and executive management acquired at leading pharmaceutical firms.

Peter COLLINS is Vice President, Head of Diagnostics at GSK. Peter leads GSK's Diagnostic Nucleus focused on supporting the diagnostic needs of GSK's Clinical Development Programs across all business units. Peter has over 30 year experience in the Diagnostics industry, specializing in Companion Diagnostics and Personalised Medicine, an area for which he has a real passion and commitment to see delivered.

"We are proud and delighted to count 3 new board members who bring high level expertise and contribution to the delivery of EPEMED objectives" declared Alain Huriez, MD Chairman of EPEMED.

Finally EPEMED welcomes Jami TAYLOR as vice-chair of the Education Committee and Janssen pharmaceuticals designate to the EPEMED Board of Directors. Jami is Global Policy Leader for the Janssen Diagnostics organization. Situated within J&J's pharmaceutical sector, Janssen Diagnostics is the focal point for the fulfillment of the company's vision for personalized medicine—a vision that extends across a broad range of therapeutic areas and pipeline products. In her current role, Jami serves as the key two-way linkage between Janssen Diagnostics and J&J Government Affairs & Policy, supporting an enterprise-wide, global effort to help shape the future of personalized medicine policy for the benefit of patients.

Find more information on www.epemed.org

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Notes to the editors

EPEMED was founded in 2009 to address issues in personalised medicine that confront the industry, regulators, payers & governments. The organisation comprises a dynamic and diverse group of leaders in the personalised medicine field who have great expertise in the application and development of diagnostic tools and stratified medicines to deliver improved patient care.

EPEMED aims to provide a pro-active platform for the harmonisation of personalised medicine development and implementation across Europe, focusing on the crucial role of diagnostics, to make personalised medicine a reality. Its mission is to create a central point of communication for all those involved in progressing personalised medicine; to determine optimal regulatory and reimbursement routes to deliver personalised medicine to patients efficiently and to promote improved development of personalised medicine through the creation and application of advanced diagnostic tests.

EPEMED aims to deliver on its objectives via a combination of white papers, public fora, and direct subcommittees activity focused on regulatory, economic and educational challenges in the European market context.

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