



Press release

Stockholm, 26 January 2021

Bactiguard recruits Global Head of Sales from Straumann

Peter Rådqvist, with many years of international experience from leading companies and positions in MedTech, has been recruited to the role of Global Head of Sales. Peter, whose most recent position was with Straumann, will take up his new position on 1 February and report to the CEO.

“Peter Rådqvist has an interesting and broad international management background from leading global MedTech companies, most recently Straumann. He is a driven sales manager, with in-depth knowledge of the market and will add both strategic and operational expertise to the task of leading Bactiguard's sales organization”, says Cecilia Edström, CEO.

“In his previous roles, Peter has shown the ability to handle complex business challenges, establish strong relationships with customers and partners, motivate employees and create profitable growth. I am therefore very pleased to welcome him to Bactiguard”, Cecilia Edström continues.

“I am really looking forward to embarking on this journey and becoming part of Bactiguard's future development. The product portfolio is highly relevant as the global awareness of and focus on infection prevention is increasing among both caregivers and the general public. I see many interesting business opportunities, both for the Bactiguard product portfolio and for new license applications”, says Peter Rådqvist.

Peter Rådqvist is 53 years old and has successfully led and developed sales organizations in leading MedTech companies, primarily in the dental area. He has a bachelor's degree in marketing and economics and most recently he held a global role in the development of the service organization with the Swiss Straumann Group, a leader in the dental implant market. Prior to that, he worked for many years at Biomet 3i (now part of Zimmer Biomet) and at Dentsply.

For further information, please contact:

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Peter Rådqvist, Global Head of Sales at Bactiguard.

About Bactiguard

Bactiguard is a Swedish medical device company with a mission to save lives. To achieve this mission, we develop and supply infection prevention solutions which reduce the risk of infections and the use of antibiotics. This way, we save significant costs for healthcare and the society at large.

The Bactiguard technology is based on a thin noble metal alloy coating that prevents bacterial adhesion and biofilm formation on medical devices. Bactiguard offers the technology through licence agreements and our BIP (Bactiguard Infection Protection) portfolio of products. Through our licence partner BD, urinary catheters with Bactiguard's coating are market leading in the USA and Japan.

Bactiguard's product portfolio also includes Hydrocyn® aqua, a non-alcoholic and pH-neutral product line that contains hypochlorous acid, the same substance as the body's immune cells use in their defense against infectious organisms. Hydrocyn effectively kills viruses, bacteria and fungi without causing irritation to the skin or body.

Bactiguard is in a strong expansion phase in the European markets, China, India and the Middle East as well by establishing license agreements in new therapeutic areas.

Bactiguard has about 180 employees around the world. Its headquarters and one of three production facilities are located in Stockholm, the other two in Malaysia.

Bactiguard is listed on Nasdaq Stockholm.

Read more about Bactiguard www.bactiguard.com