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ASIA EDITION

Cerecin appoints new Head of Commercial Strategy

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Cheryl Tan will lead the positioning of Cerecin's pipeline of highly innovative neurotherapeutics.

Singapore – Brain health-focused pharmaceutical company Cerecin, announced the appointment of Cheryl Tan as Vice President, Commercial and Partnering. Ms Tan is based in Cerecin's global headquarters in Singapore.

Ms Tan has over 20 years' experience in commercialization of pharmaceutical and medical nutrition products and has held senior management positions in several leading pharmaceutical companies. She joins Cerecin's senior management team from Sanofi Genzyme, where she was previously Head of Hematology and Pediatrics for Emerging Markets (Asia, MENA, Latin America) and Head of Marketing for Asia. At Cerecin, she will lead the commercial strategy for the pipeline of innovative drugs that are in development and the commercialization of Axona in the Asia Pacific region. Axona is a medical food intended for the dietary management of the metabolic processes associated with Alzheimer's disease.

Prior to Sanofi Genzyme, Ms Tan worked for Actelion Pharmaceuticals, where she was instrumental in establishing and driving the growth of Actelion specialty portfolio in Asia. She has also worked in Abbott Laboratories in various divisions – Pharmaceuticals, Medical Nutrition and Hospitals. Prior to her role at Abbott, she held regional positions in Allergan, Becton Dickinson, Novartis and GSK. She has an honours degree in Pharmacy, a MBA from the London School of Economics. She has also attended executive training programs with INSEAD, HARVARD and IMD. She was on the Board of Directors of the Singapore Association of Pharmaceutical Industries, and currently serves as Board member of Pearl Care.

Commenting on her appointment, Cheryl said, "I am excited to be joining Cerecin's executive team and be part of the growing team headquartered in Singapore. Neurology, particularly neurodegenerative disease, is a huge area of unmet medical need. Cerecin's strategy to address novel targets with differentiated compounds is cutting edge. I look forward to leveraging my experience in different therapeutic areas, geographies and products categories to help Cerecin develop therapeutics that will impact millions of lives.