

Oncomfort strengthens its commercial organisation

Wavre, February 3, 2023 – Oncomfort SA, the leader in Digital Sedation™ for relieving patients' pain and anxiety while reducing medication, is pleased to announce the appointment of two new senior team members team, Aymeric Harmant as Chief Commercial Officer and Corina Cucuruzac as Global Sales Director.

With these appointments, Oncomfort brings on board experienced leadership to guide the organisation in its global expansion and the implementation of the company's strategy in the development of Digital Sedation™.

Oncomfort, the Belgian start-up creator of Digital Sedation™, a medical device for relieving patients' pain and anxiety using clinically proven therapeutic sessions in Virtual Reality, announces the appointment of Aymeric Harmant as Chief Commercial Officer and Corina Cucuruzac as Sales Director, effective on December 12th, 2022.

As Chief Commercial Officer, Aymeric Harmant will be overseeing the Sales, Marketing and Market access activities. With over 20 years experience in Medical technologies, Aymeric has held several leadership positions in sales management, marketing, market access at multiple medical device companies such as Alaris Medical (now Becton-Dickinson), Guidant (now Abbott/Boston Scientific), Johnson & Johnson and IBA where he excelled at Go-to-Market strategies and Implementation. Aymeric holds a Master of Biomedical Engineering from the University of Liège and a Master of Business Administration from the University of Chicago.

In her position of International Sales Director, Corina will be responsible for the achievement of sales targets for the company and manage the commercial resources to effectively build and support the Oncomfort Digital Sedation™ solution. This includes overseeing and leading the identification of business opportunities, realigning our collaboration with our international partners, building and fostering client relationships, and ensuring the effective sales of the Oncomfort products to exceed sales forecasts and goals across our current and future new markets. Over the last past 20 years Corina has accumulated an impressive and successful experience in organizing and managing direct sales forces, setting up and managing distributors networks covering up to 30 countries around the globe chiefly during her 14 years tenure at Terumo Europe. Lately Corina developed her knowledge in the field of oncology at the company OncoDNA.

We welcome Corina and Aymeric to the Oncomfort Team and wish them lots of success!