



Caldera Health appoints Robert Mitchell as CEO

Auckland, 23 May 2015 – [Caldera Health](#) has appointed Robert (Rob) Mitchell as Chief Executive Officer to manage overall operations of the company and to drive commercialisation of its gene-based prostate cancer diagnostic tests.

New Zealand-born, Rob is a highly experienced senior executive, with over 30 years in leadership roles for major global international pharmaceutical businesses. He has started and built commercial operations in Asia Pacific (New Zealand, Australia, India, Hong Kong), and headed global product strategy for Roche and The Medicines Company.

His most recent experience includes ongoing product development, approval and launches in infectious disease care with the Medicines Company (2011-2015). He served initially as Senior Vice President, Head of Asia Pacific, based in Auckland, then as Senior Vice President, Global Innovation Group Leader – Infectious Disease, based in New Jersey. Before that he spent eighteen years with Roche, starting in sales and marketing in New Zealand and Australia, then held successive positions as Managing Director of Roche Products (NZ), General Manager, Roche Thailand and Head of Global Product Strategy, Virology for F Hoffman La Roche in California.

“Rob brings to Caldera exceptional leadership and operational skills across a broad range of functions,” says Caldera Chairman, Alastair MacCormick. “He has an impressive personal global network of senior contacts and a strong track record in commercialising innovation in international markets. His pharmaceutical background will help Caldera build relationships with companies looking to develop treatment options based on more reliable diagnostics. And, importantly from Caldera’s perspective he has experience of both starting businesses and building them rapidly.”

“Prostate cancer is a major health issue affecting tens of millions of men worldwide, and treatment is being held back by inadequate diagnostic screening tools,” says Rob. “I understand the relationship between diagnosis, treatment options and improved patient outcomes, and I’m delighted to get an opportunity to lead a New Zealand company whose

innovative use of gene sequencing technologies can improve diagnostic accuracy, helping more men get better treatments earlier.”

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About Caldera Health

Caldera Health is a New Zealand biotech developing a gene-based multi-biomarker test designed for routine use in the diagnosis of prostate cancer. The business goal is to replace the PSA test as the standard primary test for prostate cancer.

Two clinical studies have been completed, using tissue samples from over 140 donors, resulting in identification of a panel of RNA biomarkers for accurate, cost-effective diagnostic tests suited to routine use in high throughput clinical laboratories.

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