



**August 1, 2018**

## **Cohero Health Announces Additions to Executive Leadership Team**

*Company appoints executives with proven industry experience in connected care, medical device, and pharma to drive growth of the BreatheSmart® digital platform for asthma and COPD*

**New York, NY, August 1, 2018 (PRWEB)** – Cohero Health, a digital health and wellness company transforming respiratory disease management for asthma and COPD, has strengthened its executive leadership team with the addition of five key executives to scale for growth and drive commercial sales of its BreatheSmart® platform.

"We are honored to add such a talented group of senior executives to Cohero Health which acknowledges the bold vision and transformative nature and mission of our company as we expand our commercialization and reach of the BreatheSmart® connected platform to pharmaceutical and medical technology companies, providers, payors, and consumers," said Cohero Health CEO, Joe Conductor. "This expansion is an integral part of the company's go-to-market strategy. Cohero Health is uniquely positioned to address the economic burden in the US of \$133 billion for asthma and COPD with a best-in-class digital platform and suite of proprietary connected devices for patient medication adherence and mobile lung function measurement."

Cohero Health is already making a positive impact on the health of people with respiratory disease by improving patient engagement, medication adherence and acute exacerbations. Key leadership appointments include:

**Amber Thompson, Chief Client Officer**, will drive customer success initiatives across the organization including implementation, account management, and customer support. With extensive experience across healthcare delivery organizations, pharmaceuticals, and health plans, Amber has dedicated her career to creating technology solutions for chronic disease management. Prior to joining Cohero Health, Amber led teams at Lehigh Valley Health Network, Vree Health subsidiary of Merck & Co., and PatientSafe Solutions. Amber is a Six Sigma Black Belt, a Fellow of the American College of Healthcare Executives (ACHE), and graduated from University of Phoenix with an MBA in Healthcare Administration.

**Sergio Carbone, Chief Information and Technology Officer**, will lead engineering and technology at Cohero Health. He is an experienced international technology leader with deep understanding of mobility, infrastructure, and product development strategy. Previously, he was with Vree Health subsidiary of Merck & Co., Astra Zeneca, IKEA, and IMS Health. Sergio received his Master's degree in Information Science from Penn State University and BS in Management Information Systems from Gwynedd Mercy University.

**Yury Rozenman, Senior Vice President Life Sciences & MedTech**, will drive sales efforts into pharmaceutical and medical technology companies at Cohero Health. Yury has over 20 years of experience leading sales strategy and business development for commercial operations in the

pharmaceutical, medical device and diagnostics industries. He has been involved in the development and launch of world-class drugs and diagnostic tests. Previously, he held roles at Qualcomm Life, BT Global Services, and IBM Life Sciences. Yury received his BS in Chemistry from the University of Illinois at Chicago.

**Dan Glazerman, Vice President, Manufacturing, Operations & Hardware Development**, will lead manufacturing, operations as well as innovation, engineering and development of proprietary connected mobile devices for Cohero Health. Dan has over 25 years of research and development, manufacturing, and engineering experience, focused in the medical device industry, ranging from start-up to Fortune 500 organizations. Throughout his career, Dan has delivered substantial improvement in product development, launch planning, supply chain optimization, and manufacturing strategy. Previously, Dan held roles with Medtronic, Tandem Medical, I-Flow and IVAC. Dan graduated from the University of California, Berkeley, with a BS in Mechanical Engineering.

**Allen Ehrlich, Vice President of Marketing**, will lead marketing, product management, and sales operations. Allen has over 25 years of experience in early stage, fast growth, and mature medical technology companies. His passion is commercializing new products, go-to-market strategy, understanding voice of the customer, and leading marketing and sales processes to profitable revenue growth. He has held commercial roles with ResMed, Kimberly-Clark, Safeskin, and Sommetrics. Allen received his MBA in Marketing and BS in Accounting from the Indiana University Kelley School of Business and studied international business at Tilburg University, the Netherlands.

#### **About Cohero Health Inc.**

Cohero Health is a digital health and wellness company developing innovative tools and technologies to improve respiratory care, reduce avoidable costs, and optimize medication utilization. The company's connected devices and mobile applications actively engage and empower respiratory patients by measuring lung function and tracking adherence. Cohero Health is backed by Zaffre Investments of Blue Cross Blue Shield of Massachusetts, Three Leaf Ventures of The Broe Group, BioAdvance, Heitkamp & Thumann Group, Samsung NEXT, Omron Healthcare, GIS Strategic Ventures, and P5 Health Ventures. For more information, visit [coherohealth.com](http://coherohealth.com).

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