



Mike Fuhrmann appointed to Hocoma executive board

The Swiss medical technology company Hocoma adds to its executive board by bringing on a creative member. With the appointment of Chief Creative Officer Mike Fuhrmann, the company focuses on their global branding and stronger positioning as an innovative market leader of functional movement therapy.

Volketswil near Zurich, Switzerland, July 1, 2015 – The commercial relevance of strong marketing and communications has continuously grown in importance over the last few years. At Hocoma, they are increasingly seen as strategic growth drivers and as the linchpin of what differentiates Hocoma from its growing competition. For this reason, the company created the new Chief Creative Officer (CCO) position to successfully coordinate all marketing and communication measures. The position was filled by Mike Fuhrmann in November 2014. In the first few months in his new role, Fuhrmann has already been able to establish a new strategic marketing direction and has implemented targeted communication strategies for new product developments. And effective from July 1, 2015, Mike Fuhrmann will also join the Hocoma executive board.

The German native has extensive international experience in branding and brand management, on both corporate and agency sides. As a specialist in brand activation, Fuhrmann worked for global corporations such as Zurich and ING, and has led the brand building process for Bayer, CropScience, DHL, among other global players.

As CCO, Mike Fuhrmann will redefine the strategic orientation of Hocoma's corporate communication and is responsible for the marketing and product management departments. A high priority will be creating a high quality, holistic brand appearance with heartfelt stories and testimonials that reflect the Hocoma slogan "We move you". Mike Fuhrmann is excited about the new opportunity. "A brand lives through the people and their stories. The Hocoma claim has two meanings: On one side we help patients to move again, on the other side Hocoma creates stories that are extremely moving. I look forward to working together with a strong team, to revive the Hocoma brand and participate in the creation of a sustainable, effective rehabilitation."

Further members of the Hocoma executive board: Dr. Gery Colombo (CEO and member of the board of directors), Martin Keller (Chief Financial Officer), Ingo Kirchhoff (Chief Operations Officer), Olivier Reinl (Chief Sales and Service Officer), Chris Zimmerli (Chief Market Development Officer) and Burkhard Zimmermann (Chief Quality Officer).

Press Release



Mike Fuhrmann, CCO and Hocoma executive board member

Press Release



Further information:

Sarah Lina Hamann, Media Relations Manager, Hocoma AG, Industriestrasse 4, CH-8604 Volketswil
E-mail: media@hocoma.com, Phone: +41 43 444 23 65, Fax: +41 43 444 22 01, www.hocoma.com

Media images: <http://www.hocoma.com/media-center/media-images>

Hocoma

A successful therapy begins in patients' heads. In the firm belief that – step by step – they can reach their goals and regain quality of life.

This is what we work for at the Swiss medtech company Hocoma. With technologies and ideas that look at functional movement therapy from a completely different angle. Because they enable independent exercises and create maximum motivation. Because they challenge people to take courage and support their hopes with personal achievements.

We are committed to creating the ideal therapy. Our awarded robotic and sensor-based devices offer solutions for intensive gait therapy (Lokomat®), functional therapy of the upper extremities (Armeo®), robotic mobilization and functional electrical stimulation in early rehabilitation (Erigo®), as well as functional movement therapy within low back pain treatment (Valedo® Therapy Concept) at home and at the clinic. They are the result of intensive research, consistent development and continuous exchange with patients, therapists and partners in research and science.

Who wants to break new grounds has to stay open to exceptional ideas. They have the potential of being exceptionally effective. This guiding principle by Hocoma founder and CEO Dr. Gery Colombo has accompanied us since our start in the year 2000 and is still lived and implemented by our dedicated employees around the world. At the headquarters in Volketswil near Zurich (Switzerland) and the subsidiaries in the USA, Singapore and Slovenia they achieved a turnover of more than 30 million CHF in 2014.

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All Hocoma products are medical devices and must be used in strict adherence to the User Manual; failure to do so may result in serious personal injury. It is strongly recommended that you regularly consult Hocoma's website (www.hocoma.com/legalnotes) for the latest available information. Please contact Hocoma in case of any questions.

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