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## **BC Platforms strengthens its sales team**

In its quest to bring further strength to the sales team, BC Platforms is proud to announce the appointments of Paul Watkins to Director of Business Development, North America and Lasse Oz to Sales Manager, EMEA. In these positions the gentlemen are expected to bring experience and energy to the sales team and ensure continued sales growth and client satisfaction.

Mr. Watkins has held several executive management positions in life science, biotechnology, genomics, medical device, and pharmaceutical companies. "BC Platforms is an innovative trend setter in finding solutions to complex genetic data management and analysis, the critical bottleneck in this very important research area," says Mr. Watkins. "Our technology platforms enable the research scientist to discover the genetic causes of disease more quickly and efficiently, thus bringing new diagnostic tools, health care interventions and medicines to millions of people".

Mr. Oz has a strong background in the Pharmaceutical and IT areas and as the sales lead for EMEA he will take a strong role in engaging new clients within the area. As part of his responsibilities he will also work with existing clients to promote sales growth. "Talking with current clients, I have noticed BC Platforms has a very strong and viable solution for the market and I believe our vision of making genetic data management more accessible for researchers will strengthen our market position, which is already strong," comments Mr. Oz.

"We are excited to have Mr. Watkins and Mr. Oz join BC Platforms as we continue to accelerate our success selling data management solutions," comments Mr. Timo Kanninen, CTO of BC Platforms. "Our sales team will greatly benefit from the background and experience of our strengthened sales team and their abilities to successfully lead and develop our sales function. We look forward to the contribution they will make to BC Platforms and welcome them on board."

With this announcement BC Platforms aims to strengthen its market position offering varied data management solutions, together with biobanking solutions for genetic research centers.

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