



## **ERIC BERNABEI JOINS AVELLINO LABS AS CHIEF SALES AND MARKETING OFFICER**

Bernabei's Global Clinical and Commercial Experience to Shape Strategic Direction of Genetic Diagnostic and Therapeutic Technology Company's Growth in Ophthalmology

Menlo Park, Calif. (April 16, 2019) Avellino Labs, global biotechnology and genetic science innovators, announced today Eric Bernabei has joined the company as chief sales and marketing officer (CSMO). Bernabei, who brings more than 20 years of clinical and commercial ophthalmic experience to the role, will inform and implement the strategic expansion of Avellino Labs' disruptive genetic diagnostic and therapeutic technologies in support of the company's global leadership in the genetics and ophthalmic sectors.

Bernabei joins Avellino Labs after his most recent roles as global product and strategic marketing director with Alcon. Throughout his career, Bernabei has focused on introducing new and advanced eye care technologies in various global, regional and country level leadership roles. With his global experience and relationships with ophthalmic thought leaders, Bernabei will help translate the value of Avellino's genomic technology to clinicians and shape market adoption.

"Eric truly understands what is driving the success of Avellino Labs in our best markets like Korea, and he will put the right partnerships and strategies in place to guide our growth in U.S. and European markets," said Avellino Labs chairman of the board, Gene Lee. "His trusted expertise has made a tremendous impact on the advancement of several innovative ophthalmic technologies around the globe, which will be important to Avellino moving forward."

In his new role, Bernabei's immediate focus will be the development of a strategic marketing program focused on the growth of Avellino Labs' expanding genetic service offerings and has tapped leading specialty marketing firm HCB Health to support the initiative.

Before joining Avellino Labs, Bernabei actively managed multinational marketing and sales initiatives for medical device and pharmaceutical organizations, including extended in-market assignments in Asia and Europe for Alcon following clinical support roles at Becton Dickinson and Summit Technology.

"I have been very fortunate to have been involved in the launch of some transformative cataract and refractive technologies and look forward to changing how doctors approach the diagnosis and treatment of disease in ophthalmology with Avellino," said Bernabei. "Our goal is to identify the best way to bring personalized medicine into each country and culture, uncover what resonates deepest with

physicians and patients, and leverage Avellino's genetic testing and therapeutics to address the global unmet needs in ophthalmology.”

### **About Avellino Labs**

Avellino Labs is a global leader in gene therapy and molecular diagnostics and the pioneer in personalized medicine for eye care. Avellino Labs is pioneering CRISPR gene editing to manage and potentially cure inherited diseases. Avellino Labs continues to expand its diagnostics capabilities, building on the success of the world's first DNA test to confirm the presence of genetic indicators that are positively associated with corneal dystrophies, providing life- changing information for patient treatment decisions and follow-up care. Avellino Labs is headquartered in Silicon Valley, California, with operations in Korea, Japan, China and the UK.

Avellino Labs was named a 2015 Technology Pioneer by the World Economic Forum based on its potential to impact global health.

To learn more, please visit <http://www.avellino.com/us/> or follow us on Twitter @Avellinolab\_USA.

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