

PRESS RELEASE

12th May 2021



H.E.L Group appoints Chief Commercial Officer

Paul Orange appointed to develop the commercial strategy and align the commercial team to deliver growth

London, UK, 12th May 2021: H.E.L Group (H.E.L), a global developer and manufacturer of innovative laboratory tools for process optimization, safety, and scale-up, today announced the appointment of Paul Orange as Chief Commercial Officer. In this new role, Paul will oversee all the marketing, sales, support, and service teams at H.E.L, with a strong focus on developing and delivering the strategic growth plans around the world. Paul also joins the H.E.L Board.

Paul joined H.E.L in July 2019 as Chief Marketing Officer, following commercial leadership roles for PerkinElmer and GE Healthcare LifeSciences, with a career of more than twenty years' experience working in the scientific sector. As CMO, Paul oversaw a rebranding exercise at H.E.L, expanding the marketing capabilities – including a major website update, and implementation of marketing automation technologies. Paul has also been heavily involved in the evolution of the sales organization at H.E.L, including moving to a WFOE entity in China, the appointment of a new GM for North America, and the recently announced Asia-Pacific Sales Director. Paul continues to be based from the London, UK, H.E.L head offices.

Louise Madden, CEO of H.E.L Group, commented: *“As we continue to scale as a business, the need for a Chief Commercial Officer has become clear. Paul has already made a significant positive impact on the business at H.E.L, and I’m pleased to have him oversee our accelerating growth and scale-up. I’m also confident that by aligning all our commercial efforts that we’ll continue to empower scientists to fulfill their potential and deliver a healthier, safer, more sustainable world.”*

Paul Orange, Chief Commercial Officer at H.E.L Group, said: *“H.E.L has a powerful commercial team who are dedicated to helping our customers. It’s a*

pleasure for me to be able to support them in taking our achievements to the next level.”

ENDS

Notes to Editors



Paul Orange, CCO, H.E.L. Group



Louise Madden, CEO, H.E.L. Group

For high-resolution image, please contact Zyme Communications.

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About H.E.L. Group www.helgroup.com

H.E.L Group's mission is to work together with chemistry, safety and biotechnology experts to engineer and unleash the full potential of the scientific community. To this end, H.E.L develops and manufactures innovative scientific instruments and software designed to optimize the efficiency, safety and productivity of key processes in chemistry and biology applications.

The H.E.L team of 70 includes highly skilled process and software engineers, based at their extensive research and manufacturing facilities in the UK, as well as sales and support offices around the world.

H.E.L has a long history of solving complex challenges for customers. For more than 30 years the Company has worked with businesses and laboratories globally, providing proprietary automated solutions for the pharma, biotechnology, chemical, battery, and petrochemical sectors.

Following significant growth, and with annual revenues exceeding £10 million, the Company is extending the reach of its products to support and enable R&D and process optimization further across the US, China, Asia-Pacific, and India.

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