

Alkalon appoints Bjarne Pedersen as CEO

Alkalon A/S has appointed Bjarne Pedersen to lead the global expansion of the company's nicotine gum business.

COPENHAGEN, March 11, 2014. Alkalon has appointed Bjarne Pedersen as new CEO of the company. The founder and former CEO, Mr. Bo Tandrup, will continue in the company as Board Member and Executive Director focussing on research and new business development activities.

Bjarne Pedersen has broad international experience from the pharmaceutical industry and started his career in Novo Nordisk. He has held a number of positions in Novartis, where he spent 17 years in the Consumer Health division. He was General Manager for Denmark and later the Nordics and has been General Manager in the Baltic countries and Romania. In 2005 he became Head of Business Development and Licensing in Northern Europe.

After returning to Denmark, Bjarne Pedersen worked for a few years at Fertin Pharma before he established a consultancy business. Since May 2013 he has been an integral part of the Alkalon team providing consultancy on licensing of nicotine chewing gum worldwide.

Mr. Bo Tandrup said: "We have successfully launched our nicotine gum portfolio in 7 European countries now and Alkalon is set to expand its market presence outside of Europe. Bjarne has worked in the nicotine gum market for more than 20 years and is just perfect for this job".

Alkalon is a privately-owned Specialty Pharma company focused on developing and commercializing medicated chewing gum formulations. The company has its own portfolio of nicotine gums approved for smoking reduction and smoking cessation which is commercialized through license and supply agreements with OTC companies who market and distribute Alkalon's products under their own brands. The company has several pending registrations outside Europe and performs R&D work under co-development agreements with large pharmaceutical companies.

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NOTE TO EDITORS: For additional information visit Alkalon's website www.alkalon.com or contact Bo Tandrup on telephone: +45 38 868 482 or email: bt@alkalon.com