



# PRESS RELEASE

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## **Optinova appoints Allan Boye as Chief Commercial Officer (CCO)**

**Optinova Group has appointed Allan Boye (MSc. Econ) as CCO as of September 1st, 2021.**

Before Optinova, Allan has been working in various leadership positions at LEO Pharma and AbbVie Finland including Senior Commercial Manager, Finance Director, COO, General Manager and latest as Head of the HUMIRA Business Unit in Finland.

"Allan Boye has +20 years of experience in the life science and pharmaceutical industry, and he has played a strong role in the new business development and customer service optimization of his companies," says Anders Wiklund, CEO, Optinova Group. "Allan's proven agile and people-oriented leadership approach will be a great fit for a company like Optinova where we nurture a collective of individuals who go the extra mile to improve the quality of everyday life under the #feelgoodfactory spirit. The sales and marketing department at Optinova has been transforming fast over the past years. And with Allan on board, we will continue to further this effort to uphold our high-quality standards for customer service and products."

Allan will assume his new position from both his base in the Helsinki Metropolitan Area and at Optinova's HQ in Mariehamn. He will succeed Annette Höglund who will leave Optinova to embark on a new journey outside the organization.

"I would like to thank CEO Anders Wiklund and the board of Optinova for giving me the opportunity to join as CCO and I am honored to be a part of this phenomenal team and continue on its 50-year legacy of leading the advanced extrusion industry with innovative and quality tubing solutions," says Allan Boye. "Optinova is a team of young-spirited, diverse and curious professionals who have done a great job to transform themselves and adapt to the ever-changing global business context. Along with the sales and marketing team, we will build an Optinova's commercial portfolio that meets the current needs of our customers and looks towards a more sustainable future."

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**About Optinova**

Founded in 1971, Optinova is a world-leading manufacturer of advanced medical and industrial tubing. With sales offices around the world and extrusion plants in Finland, Thailand and the US, we are providing extrusion services and solutions to over 1 000 customers globally.