

GenomSys appoints Alessio Ascari as CEO

The next step towards realizing its vision of personalized medicine via a mobile app



Lausanne, February 2021 – Alessio Ascari, visionary entrepreneur in digital health and for 20+ years management consultant at a global level, has joined GenomSys as Chief Executive Officer to accelerate the implementation of the vision to enable personalized medicine for everyone.

Alessio enthusiastically embraced GenomSys vision and fully committed to accelerate GenomSys path to concretely deliver on that promise. *“In Europe and Silicon Valley, I’ve heard many times talking of the myth of personalized medicine, now it is the time to make it real”*, says Alessio *“I was very happy to learn of GenomSys vision and to join such a dynamic and engaged team, which has the support of renowned international investors - Dolby Family*

Ventures, Susman Ventures, Preon Capital Partners family office, created by Jari Ovaskainen, and Elysia Capital, founded by Stefano Buono, just to name a few.

I’m honored to have the opportunity of realizing this major step for digital health and genomics. In the next few months, we have plenty of work to do to bring new and more efficient genomic analysis tools into laboratories, as well as to finalize and publish our mobile app. The app will enable everyone to store their own genomic data and order analyses directly in their smartphone. Thanks to our team’s efforts, we want to keep being the pioneers of personalized medicine for everyone, anytime”.

Alessio, an engineer from Politecnico di Milano and INSEAD MBA graduate, combines the experiences of 20+ years in management consulting worldwide at Kearney and McKinsey, latest as Senior Partner, and 10+ years in the trenches of digital health, both as advisor and entrepreneur, having founded, among others, an innovative digital therapeutics firm.

At McKinsey & Company, he successfully drove multiple company transformations and growth strategies globally, while creating and leading initiatives on the impact of technology on different sectors. Latest before leaving was the Global mHealth Initiative combining Technology and Healthcare expertise. Alessio then founded and brought to San Francisco a digital therapeutics company with a platform for clinically-validated services to manage (and reduce) blood pressure leveraging an algorithm CE-marked as medical device.

About GenomSys

GenomSys SA is a Swiss health technology software company that develops secure, clinical-grade, solutions bringing personalized medicine to everyday life.

GenomSys first took genomics to the digital era by addressing the issues of legacy genomic text-based data formats. The company developed and led the ISO international standardization of MPEG-G (ISO/IEC-23092), a digital data format for genomic data representation that delivers substantial benefits in terms of efficient compression, interoperability, native protection, and selective access.

Now GenomSys is taking the next step, enabling laboratories and end-users to take advantage of the new standard: MPEG-G native analytical pipelines for more efficient storage and focused analyses via selective access, and the ability for people to store and analyze their own genomic data in their smartphones, bringing genomics into the mobile world.

In doing so, GenomSys defines a new paradigm with a highly differentiated solution: a consistent value proposition emphasizing privacy and convenience to truly deliver personalized medicine to individuals by leveraging the uniqueness of the new digital genomic standard and the pervasiveness of mobile, directly or through business partners.

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