

**ASX Announcement**  
**19 November 2019**



## **Cogstate Expands Executive Team, Appointing Ken Billard as Chief Commercial Officer**

The neuroscience technology company, Cogstate Ltd (ASX.CGS), announced today that Ken Billard has joined the company in the role of Chief Commercial Officer. Ken brings proven expertise in sales leadership and strategic partnering to Cogstate, where he will oversee the global sales organisation to develop and execute strategies focused on expanding the adoption of Cogstate solutions in pharmaceutical clinical trials.

“Ken brings a 30-year track record leading high-performing commercial teams across eClinical, healthcare and technology businesses. We are eager to have Ken join the team as we continue to expand our solutions into new areas, grow our customer and partner relationships, and offer leading technologies for the major unmet need for optimised brain health assessments in clinical trials and clinical care,” said Brad O’Connor, Cogstate CEO.

Prior to joining Cogstate, Ken served as the Vice President of Business Development and Global Strategic Partnerships at CRF Health (which was acquired by private equity group Genstar Capital and combined with Bracket Global to form Signant Health), and has held various global leadership roles with invivodata, McKessonHBOC, and CB Technologies.

“Joining Cogstate is an incredible opportunity to help build a truly special business,” Billard said. “Cogstate is expanding access to technologies and solutions to ensure higher quality neuroscience assessments in clinical trials, a critical aspect of getting new central nervous system therapies to market. I am looking forward to helping lead the company in its next phase of growth and fulfilling our vision of improving quality of life through simplified brain health assessments.”

### **About Cogstate**

Cogstate Ltd (ASX:CGS) is the neuroscience technology company optimising brain health assessments to advance the development of new medicines and to enable earlier clinical insights in healthcare. Cogstate technologies provide rapid, reliable and highly sensitive computerised cognitive tests across a growing list of domains and support electronic clinical outcome assessment (eCOA) solutions to replace costly and error-prone paper assessments with real-time data capture. The company’s clinical trials solutions include quality assurance services for study endpoints that combine innovative operational approaches, advanced analytics and scientific consulting. For nearly 20 years, Cogstate has proudly supporting the leading-edge research needs of biopharmaceutical companies and academic institutions and the clinical care needs of physicians and patients around the world. In the Healthcare market, Cogstate has recently entered into an exclusive licensing agreement with pharmaceutical company, Eisai, under which Eisai will market Cogstate technologies as digital cognitive assessment tools in Japanese markets. For more information, please visit [www.cogstate.com](http://www.cogstate.com).

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