

## Adherium Expands Leadership Team

### Highlights:

- Adherium has announced key leadership appointments to support strategic marketing and sales efforts for its Hailie® Smartinhaler® platform in the United States (US).
- Pharmaceutical and digital health leader, Keven Gessner, has been appointed in a key advisory role as Non-Executive Director.
- Specialist digital health veterans have also been recruited, with Jason Hochman appointed Head of US Commercial/GTM, and David Haddad appointed Head of Product.

**Melbourne, Australia – 8 May 2025:** Leading digital health company [Adherium Limited](#) (ASX:ADR), has today announced a series of specialist leadership appointments to strengthen the Company's ongoing sales activities in the US healthcare market – which now has reimbursement secured.

The Company has now finalised its appointment of **pharmaceutical and digital health leader, Keven Gessner, as a Non-Executive Director on the Board**. Mr Gessner has more than 25 years experience serving in key leadership roles for Pfizer, Teva, AstraZeneca and GlaxoSmithKline (GSK). He brings specialist expertise in leading digital health transformation in global respiratory health markets. In particular, he specialises in market access, product launch strategy, and leveraging the very latest applications of AI in healthcare.

**Adherium Non-Executive Director, Keven Gessner, said:** *"I am thrilled to join the Adherium Board, which is transforming healthcare in the US and around the world. The Company's technology has significant potential to reduce costly hospitalisations and emergency department visits, and to greatly advance care through prevention."*

Adherium has also announced the appointment of **Jason Hochman as Head of US Commercial/GTM**. With more than 16 years of digital health leadership experience, he will spearhead the Company's commercialisation strategy to drive patient acquisition and retention for the Hailie® Smartinhaler® platform in the United States. His extensive background includes building and scaling successful commercial teams at leading digital health companies including Zocdoc, Capsule Pharmacy, and Aluna.

**Adherium Head of US Commercial/GTM, Jason Hochman, commented:** *"I'm excited to join Adherium at such a transformative time. The Hailie® platform represents a significant advancement in respiratory care management, backed by strong clinical validation, and is ideally positioned to leverage AI capabilities for improved medication adherence and patient outcomes."*

The Company has also appointed **David Haddad as Head of Product, a respected leader in respiratory digital health management solutions.** Mr Haddad has built and scaled remote monitoring platforms for thousands of patients across multiple healthcare systems. He will lead product strategy and execution to drive patient engagement, retention, and growth. Mr Haddad previously co-founded and served as CEO of Overlap, a remote monitoring platform for chronic disease management with clients including Kaiser Permanente, UCSF, and the US Department of Veteran Affairs. He also served as Head of Product at Child Mind Institute, and held the position of Director of Product Management at Amgen.

**Adherium Head of Product, David Haddad, commented:** *"By providing real-time medication tracking, reminders, and insights, Hailie® helps patients manage their respiratory health, while giving clinicians valuable data to optimise treatment plans. I look forward to leveraging my experience in remote monitoring and patient engagement to drive meaningful impact for the patients and healthcare providers utilising Adherium's technology."*

These strategic appointments follow Adherium's recent successful capital raise of \$2.6 million, underpinning the Company's commitment to accelerating commercial growth in the US market and beyond.

**Adherium Interim CEO, Jeremy Curnock Cook, said:** *"We are thrilled to welcome Keven, Jason and David to the team to lead our go-to-market strategy in the United States. Their proven track records in scaling digital health organisations, together with specialised expertise in remote patient monitoring and respiratory health, will drive the adoption of Hailie® at this pivotal stage of our Company's growth."*

### Material Terms of Employment

In accordance with ASX listing rule 3.16.4, the Company advises the following material terms of Mr. Gessner's appointment as Non-Executive Director as follows:

- The appointment is effective from 8 May 2025 and has no fixed term.
- In addition to customary termination rights for cause, the contract may be terminated for convenience by either Mr Gessner or by the Company by giving of 90 days' written notice.
- Mr Gessner has been engaged by the Company as a contractor and will continue to perform his existing contractual duties on an hourly rate basis. In addition to his contractual role, Mr Gessner will receive director's fees of \$50,000 per annum (exclusive of superannuation), in line with the fees paid to the outgoing Non-Executive Director. This remuneration will be reviewed annually in accordance with Company policy.



## ASX Release

**Learn more at [adherium.com](https://adherium.com)**

This ASX announcement was approved and authorised for release by the Board of Adherium.

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**About Adherium (ASX: ADR):**

Adherium is a provider of integrated digital health solutions and a worldwide leader in connected respiratory medical devices, with more than 180,000 sold globally. Adherium's Hailie® platform solution provides clinicians, healthcare providers and patients access to remotely monitor medication usage parameters and adherence, supporting reimbursement for qualifying patient management. The Hailie® solution includes a suite of integration tools to enable the capture and sharing of health data via mobile and desktop apps, Software Development Kit (SDK) and Application Programming Interface (API) integration tools, and Adherium's own broad range of sensors connected to respiratory medications. Adherium's Hailie® solution is designed to provide visibility to healthcare providers of medication use history to better understand patterns in patient respiratory disease. Learn more at [adherium.com](https://adherium.com)