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Medrio, Inc. Names Nicole Latimer as Chief Executive Officer

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Nicole Latimer appointed to Chief Executive Officer of Medrio, Mike Novotny ends his tenure as CEO.

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Medrio Inc., the leading provider of eClinical technology to pharmaceutical, biotech, medical device, diagnostics, and animal health markets, announced the appointment of Nicole Latimer to Chief Executive Officer. Nicole will be replacing Mike Novotny, former CEO and Founder of Medrio as he has chosen to take a sabbatical after leading Medrio's growth for 15 years. Mike will, however, remain on the Board of Directors.

Effective today, Nicole will be responsible for the continued growth and commitment of Medrio to cure all disease with clinical trial technology.

Prior to joining Medrio, Nicole was CEO of StayWell, where she drove the company's mission to be the premier provider of lifestyle risk management programs for the entire healthcare ecosystem, leveraging behavioral science as the foundation for improving health outcomes. Nicole has also led key initiatives for the Advisory Board and Deloitte Consulting, focusing on population health management, health system growth strategies, patient and employee education, and SaaS development and delivery.

Speaking on behalf of the Board of Directors, Mike Novotny said "We are fortunate to have someone of Nicole Latimer's caliber and experience to lead Medrio into the future. She brings decades of experience in leadership, services, and devices, and she brings a unique perspective of patient insights at a time when patient advocacy demands attention in clinical trials. I am confident that Nicole will take Medrio to the next level while remaining true to our values."

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"I would like to thank Mike Novotny for his leadership, entrepreneurial spirit, and vision for the future of the organization. Since its inception in 2005, Mike has done a tremendous job cultivating a team of creative and talented individuals whose determination is evidenced by the loyalty and success of our customers. I am excited to take the reins of this incredible company and grateful for the Board's confidence in my leadership. I am particularly fortunate to be surrounded by such a talented team as we take this company into the future," said Nicole Latimer, CEO, Medrio.

About Medrio

Medrio is the leading provider of eClinical technology for pharma, device, and diagnostics clinical trials. Founded in 2005, the company's cloud-based EDC, Direct Data Capture, eConsent, and ePRO solutions deliver fast, flexible, and easy-to-use tools for the collection and management of clinical data and patient-reported outcome responses. Study sponsors and Contract Research Organizations have used Medrio extensively in clinical trials across a wide array of therapeutic areas, with notable success in oncology, infectious disease, and more. Medrio has extensive experience in all study phases and leads the market in early-phase trials. The company serves over 600 customers globally, with headquarters in San Francisco and offices in numerous domestic and international locations. For more information, please visit <http://www.medrio.com>.

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