



## **Advicenne appoints Ludovic Robin as Chief Business & Strategy Officer**

**Nîmes, September 1<sup>st</sup>, 2016** – Advicenne, a late-stage biopharmaceutical company focused on the development of paediatric friendly therapeutics for the treatment of orphan renal and neurological diseases announces the nomination of Ludovic Robin as Chief Business & Strategy Officer.

Ludovic Robin joins Advicenne to lead global commercial and corporate development focusing on the main business areas, both in the US and EU.

He brings over 25 years' experience in international R&D, marketing, sales and business development in the pharmaceutical industry. During his career, Ludovic launched more than 15 new original products for rare diseases or highly specialized indications.

He started his career in the United Kingdom as scientist developing new cosmetology and dermatological formulations for Procter & Gamble and Stiefel laboratories. Then he came back to France where he led various managerial and leadership roles in sales, marketing and business Development within L'Oréal, Servier and Laboratoires Expanscience. During this period, he originated, signed and executed 13 partnerships (registration, commercial) in more than 20 countries.

In 2004, he joined Shire to launch the dermatology and the nephrology franchises. He served as marketing manager, Business unit Director, Marketing Director and Commercial Operation Head for France and BeNeLux, in particular for nephrology and child psychiatry. He is a member of Shire French Executive board since 2008.

Ludovic Robin received his Doctorate in Pharmacy (PharmD) and his Master in Industrial Pharmacy from Lyon University and completed his MBA at HEC Paris (and Mc Gill-Montreal).

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### **About Advicenne**

Advicenne is a late-stage biopharmaceutical company focusing on the development of paediatric friendly therapeutics for the treatment of orphan renal and neurological diseases. The Company has a strong portfolio of products in late-stage development targeting critical unmet needs in nephrology and neurology. Advicenne also develops a clinical and pre-clinical pipeline of potential treatments for additional orphan diseases in collaboration with Key Opinion Leaders.

The Company was established in 2007 in Nimes (France). Since its inception, the Company has raised close to €30 million in equity from leading venture capital investors Innobio (Bpifrance), IXO Private Equity, IRDI SORIDEC Gestion, Cemag Invest and MI Care.