

## **Mirada hires Dr Mark Crockett as its new Chief Medical Officer**

*Crockett is the first senior appointment under new CEO, Jon DeVries*

**Oxford – 22<sup>nd</sup> September 2021.** Mirada Medical today announced the appointment of Dr Mark Crockett as its new Chief Medical Officer (CMO). Crockett is an experienced physician with a history of leadership in medical technology companies, including Verge Health and BroadcastMed. He joins the Mirada team to drive clinical validation, innovation and increase the company's leadership in oncology treatment guidance.

### **Driving Ambition and Pace**

Crockett is the first hire made by new CEO Jon DeVries and is clear evidence of the extra pace and ambition that he is bringing to the already nimble organisation.

Jon DeVries, Mirada CEO, stated: "Mark is a proven technology leader who will help us accelerate the delivery of our vision for improving cancer care for millions. We have an enormous task in the field of oncology - to increase survival rates by empowering clinicians to make diagnoses, plan personalised treatments, and more effectively perform radiation therapy through quantitative image analysis and disease characterisation. Mark will form an essential part of our leadership team as we deliver on this commitment around the globe."

"Too many of us have experienced loved ones battling cancer. I'm joining Mirada because it's making a difference to these people every day, using the best research and physics to build exceptional products and great partnerships. It's an exciting time to join the company amid impressive growth, an impressive product suite and leading scientific research. I look forward to partnering with the existing leadership team during this next phase of growth to drive more innovation and further enhance care for cancer patients," said Dr Mark Crockett.

### **Strengthening Mirada's Global Footprint**

Thanks to its history of innovation, the Mirada already partners with firms such as Boston Scientific, Canon, Philips and GE Health. Backed by Crockett's expertise, Mirada's global expansion will continue to be driven by technologically advanced AI-based applications that help healthcare professionals improve outcomes for cancer patients.

Like CEO Jon DeVries, Crockett is based out of Chicago, and adds international weight to Mirada's global leadership team. He joins Mirada during a period of significant expansion, following record growth in the last 12 months. The company's products are now recognised for their capabilities in leading hospitals around the globe, including Johns Hopkins, the Netherlands Cancer Institute and University Hospitals Oxford. Over five million patients per year are now treated by Mirada's products worldwide.

“With Jon and Mark in the US, and the senior leaders already within the UK, we have established a fantastic global footprint,” commented Duane Lawrence, Mirada Chairman. “We already operate in thousands of clinics worldwide, and I know with the addition of Jon and Mark to our team, we will be able to help thousands more in delivering more effective treatment to cancer patients.”

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**Media contact:**

Sam Gray

Tel: +44(0) 20 3475 1710

Email: [sam.gray@appositecapital.com](mailto:sam.gray@appositecapital.com)

**About Apposite Capital**

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Apposite Capital operates at the small end of the private equity market, providing both capital and expertise to those businesses offering 'disruptive' models that aim to improve or reduce the cost of care provision and which have the potential to become market leaders.

Apposite has an in-depth sector knowledge covering key aspects of the healthcare industry internationally, an exceptional network and an entrepreneurial mindset which it applies to drive the growth of its portfolio companies.

Apposite Capital was established in 2006 and is headquartered in London, UK.

**About Mirada Medical**

[www.mirada-medical.com](http://www.mirada-medical.com)

Mirada Medical is a leading international brand in medical imaging. The company develops advanced technology AI-based applications that help healthcare professionals use medical images more effectively and efficiently to improve cancer care. Mirada's products are used across diagnostic radiology, molecular imaging, radiation oncology, medical oncology, tumour board and elsewhere.

The company specializes in simplifying technically complex image processing tasks, allowing clinicians to diagnose disease, assess response to treatment, and plan radiation therapy or surgical intervention more confidently. Mirada's advanced technology products are available throughout the world under its own brand, and on an OEM basis through a select number of the world's leading healthcare companies.

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