



Ava Announces Change in Leadership Team

SAN FRANCISCO & ZURICH --- February 6th, 2019 - [Ava](#), a medical technology company focused on innovations in women's reproductive health, today announced changes in its leadership.

Pascal Koenig, current CEO and co-founder, will be proposed to the General Assembly to be elected as a full-time Board member and representative of the founders. "Building Ava from a small startup into a successful global company has been the most satisfying work of my career," said Koenig. "In a future board role I have the opportunity to focus on strategic work, including development of business collaborations that will elevate not only Ava, but the digital women's health space as a whole."

Lea von Bidder, co-founder and current VP of Marketing, will succeed Pascal as CEO. "Lea successfully led Ava's marketing team to scale our business and has the skill and experience necessary to drive Ava forward." emphasized the chair of the board of directors of Ava, Renate Schreiber.

Von Bidder will spend 2019 preparing for the transition into her new role, including moving back from San Francisco to Ava's headquarters in Zurich, Switzerland. "It's always been my passion to show that women are not a niche group or special interest," said von Bidder. "I am thrilled and honored to create better health tracking options for half the population as CEO of Ava." Ava's plans for the future include digital contraception support, monitoring of pregnancy parameters and overall health support for women throughout their reproductive journey up to menopause.

Ava's executive team will be further strengthened by the appointment of Naemi Benz to the role of VP Operations. Benz has successfully led the product team at Ava for the previous two years and brings her track record in operation and organizational growth to the executive leadership team of Ava. "Naemi's deep commitment to quality and accuracy will support Ava's growth as a global medical company," said co-founder and VP Product & Software Engineering Philipp Tholen.

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About Ava

Ava is a digital health company with offices in Zurich, San Francisco, and Hong Kong that aims to revolutionize women's health. Its fertility-tracking sensor bracelet, app, and proprietary predictive algorithms empower women by providing clinically proven and personalized insight about the menstrual cycle, fertility, and pregnancy, delivered conveniently and non-invasively.

Launched in the US in July 2016, the Ava bracelet is sold in 36 countries and has helped more than 16,000 women become pregnant, with about 50 new pregnancies reported per day. Worn only during sleep, Ava measures seven physiological parameters including pulse rate, breathing rate, and temperature and detects 5.3 fertile days in real-time. Ava was clinically tested at the University Hospital of Zurich and additional studies are currently in progress.

Ava was voted Best of Baby Tech at CES 2017, named a *Women's Health* "Editors' Choice" product and has been honored as the best Swiss startup in 2017 and 2018. For more information, visit www.avawomen.com.

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