

CytoTest boosts Global Sales Team

CytoTest Inc. announces the continued expansion of its sales team with the addition of representatives in three major market territories:

ROCKVILLE, MD, USA, January 29, 2018 /EINPresswire.com/ -- Rockville, Maryland, December 14, 2017. - CytoTest Inc., a cutting edge molecular diagnostics company headquartered in the National Capital area, today announced the continued expansion of its sales team with the addition of representatives in three major market territories:

Tomasz Czerski will act as a VP / Sales Manager Europe, with an initial emphasis on Northern and Eastern Europe and the EAEU. Mr. Czerski is an accomplished sales manager with substantial experience in assembling and coordinating large sales and distribution teams. Prior to this announcement, Mr. Czerski was distributor for CytoTest in the territory of Poland. In his new role, he is tasked with the objective of facilitating sales and establishing new CytoTest distributors in the territory of Europe.

In addition, Dr. Michael Köhler will act as a VP / Sales Manager Europe, with an initial emphasis on central and Western European countries. Mr. Köhler has been active in the cytogenetics field for more than 25 years and is a knowledgeable, and sought-after, technical and customer service expert with exceptional knowledge of the history, trends and major players in molecular diagnostic cytogenetic imaging, particularly in the German-speaking world.

Furthermore, Dr. Rajesh Tripathi has been named VP / Sales Manager for India. Mr. Tripathi is a seasoned sales manager with many years of experience in the biomedical and diagnostic arenas. With the primary objective of widening the company's user and distributor network in India, he will also aid in the growth of sales in neighboring countries on the Indian subcontinent and in the Middle East.

For years to come, the company anticipates especially vigorous growth of sales in the vast and promising market of China, where CytoTest's principal sales and distributions manager, Ryan Zhang, is coordinating – with the capable assistance team – sales and customer support in China and its neighboring countries.

Mr. Czerski, Köhler and Tripathi will be joining the global sales management force of CytoTest that also includes Vitro, S.A. and Master Diagnóstica, our distributors for the Spanish and Portuguese language territories, and Reinhard Ebner, Ph.D., Chief Scientific Officer of CytoTest, overseeing sales in the USA, North and South America and globally.

By joining the company's global sales management team, Mr. Czerski, Köhler, Tripathi and Zhang will be expediting CytoTest's path to reaching its business development goals.

"We are delighted and excited to have such knowledgeable and competent sales managers such as Tomasz, Michael and Rajesh come on board to bolster our sales efforts and organization," said Joseph Cheng President and CEO of CytoTest. "The addition comes at a critical time for our company, since we have experienced a vigorous increase in demand for distribution and use of our products throughout the past year. Expanding our global sales team will better enable us to meet this

growing customer demand. Furthermore, we expect to continue expanding our global sales team in the coming year."

In addition to reinforcing the company's sales and distribution efforts, Mr. Czerski, Köhler, Tripathi and Zhang will also assist with customer communications and service activities and in technical support coordination of custom product development projects in their respective territories.

About CytoTest

CytoTest Inc., a leading edge biotechnology company, is dedicated to providing high-quality, innovative and affordable molecular cytogenetics products and services. Headquartered in suburban Maryland near Washington, D.C., it is situated close to several premier biological research and medical centers. With a multi-disciplinary team of passionate and dedicated researchers, and through spirited interactions with preeminent strategic partners in the academic, biotechnology and clinical communities, the company strives to stay at the forefront of diagnostic medicine.

CytoTest's mission is to transform human genomic discoveries into useful products, and to design, manufacture and validate genetic and clinical diagnostics reagents with the highest quality. For more information about USU and its programs, visit <http://www.cytotest.com>.

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