

## **Christelle Robelin appointed Healthcare Marketing Director for Linxens**

***Linxens, specialist in the manufacture of secure electronic components, announces the appointment of Christelle Robelin as Healthcare Marketing Director to accelerate its expansion in the health sector.***

A graduate of the Institut National des Sciences Appliquées (INSA), Christelle Robelin has over 15 years' experience in innovation in large global industrial groups, of which 10 are in the health sector. She previously worked in Germany in charge of business strategy and the technological development of rapid tests for clinical diagnostics and as the Global Product Manager at a leading drug delivery device company. In the latter position, she managed a portfolio of products for pharmaceutical companies, generating a turnover of €200 M. On top of her extensive experience in marketing strategy and the development of products in highly regulated environments, Christelle Robelin has in-depth knowledge of medical biology tests, electronics, and devices.

Her experience of in vitro diagnostics and medical and pharmaceutical devices, together with her skills in the development of new products (marketing, R&D) and project management in multinational and cross-functional environments will be key assets for Linxens' expansion to new health sector markets, a domain in which Linxens has identified major development opportunities.

*"I am delighted to join Linxens and use my skills and experience to foster innovation in the health sector, a field that I am very passionate about. I am convinced that connected rapid diagnostic, healthcare, and patient monitoring solutions can revolutionise the healthcare system and significantly improve patient care in the very near future, both in France around the world",* stated Christelle Robelin.

*"The entire Linxens team is very pleased to welcome Christelle Robelin as Healthcare Marketing Director. Her experience in international companies and her expertise in the B2B medical sector will be substantial assets for Linxens, which aims to accelerate its development in health and life sciences markets",* said Franck Germain, Vice-President Marketing, Linxens.

**Press Contact: Agence Elektron**

Margaux Cheval / +33 (0)6 22 86 15 83  
[margaux@elektron-presse.com](mailto:margaux@elektron-presse.com)

Alicja Prod'homme / +33 (0)6 50 17 54 91  
[alicja@elektron-presse.com](mailto:alicja@elektron-presse.com)

### About Linxens

Linxens is a global leading technology company. With more than 30 years' experience in the electronics industry, Linxens leverages on the expertise and know-how of its 3000 talents to design and manufacture flexible electronics in reel-to-reel format for smart cards and RFID antennas. Linxens enables secure and innovative contact and contactless connections for a wide range of applications. With production sites and R&D centers in Europe and South-East Asia, Linxens is the partner of choice to accompany clients in developing customized solutions or ensuring large-scale production anywhere in the world, for any market.