



Pleio, Inc.
600 Third Avenue
Suite 200
New York, NY 10016
Contact: Suzanne Samour
ssamour@pleio.com
Ph: 917.471.1475

Martin Robert Joins Pleio, Inc. as New Head of Product Development

October 19, 2021 – Pleio, Inc has announced today that Martin Robert is joining as the new SVP, Product. “We’re so excited to have Martin joining our team,” said CEO Michael Oleksiw. “Martin is a creator, catalyst and champion for product, and brings a unique set of skills and experience that will be incredibly value to our business as we continue our growth and innovation trajectory.”

With over 25 years of experience in the development of innovative digital products and services in the Life Sciences industry, Martin has worked in specialized Medical Education and Communication Companies (MECC) to drive innovation and new product development in both Canada and the United States.

As a guest speaker or committee member, he has collaborated with major medical professional associations and academic departments in Canada, the United States, and Europe. In addition, he has developed more than one thousand training and communication programs targeting doctors and other health professionals.

“Using his knowledge in cognitive sciences and digital experiences, Martin drives product strategy to create value for customers and users,” stated Oleksiw. “In addition, Martin is results-oriented, customer service focused, and has a proven ability to manage large scale projects with multidisciplinary teams. Acknowledged for his creativity, leadership, knowledge of emerging technologies, and communication skills, he is a perfect addition to our team.”

Pleio is a leading patient support company focused on providing tools to help close the adherence gaps and drive better patient engagement.

"Joining the Pleio team allows me to take my 25 years in developing life sciences digital products and apply that knowledge and expertise to continue the innovative work around our patient engagement programs and

products. Working with a group of people that bring so much energy around delivering an exceptional patient journey really excites me. I am looking forward to working with the team to take things to the next level," comments Robert.

Martin holds a Bachelor in Communication Studies from Université Laval (Marketing / Market Research), a Masters in Educational Technologies and Instructional Design (Artificial Intelligence) from the same institution, and a Doctorat in Sciences and Technologies Education (Cognitive Sciences / Task Analysis) from the Université de Montréal.

About Pleio, Inc.

Pleio, Inc. is a personalized patient support platform that strives to solve the \$300 billion adherence problem impacting healthcare today. Founded in 2011, the company offers a unique hybrid human-digital engagement solution to support medication management for patients. Pleio's network of pharmacy partners extends the care of the pharmacy team by connecting patients with the support they need to navigate through the complexities of chronic condition medications. Through a proprietary LIFT®, technology approach, Pleio brings science into the art of human engagement utilizing behavioral data science to deliver a personalized patient journey. Pleio is fully HIPAA and TCPA compliant.

For more information, visit www.pleio.com or follow Pleio, Inc. on LinkedIn and Twitter.

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