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**Press Release**

**New Chief Marketing Officer at PicoQuant**

**Frederik Siegmann strengthens the company’s aspiration to develop customer-centric solutions**

**Berlin (Germany), 17 May 2019** – In September 2018, Frederik Siegmann joined PicoQuant as chief marketing officer to pursue a holistic approach including product management, marketing communication, and brand management. "We are very glad that we were able to hire an internationally experienced B2B marketing expert such as Frederik Siegmann," says Rainer Erdmann, Managing Director of PicoQuant. "He will consequently advance our brand positioning and establish a customer-centric product management at PicoQuant so we even better understand and solve our customers' future challenges."

Frederik Siegmann (43) studied business administration and journalism at the Freie Universität Berlin (Germany) and the University of Limerick (Ireland). After graduating, he began his professional career in corporate communications at Philips Germany before moving on to service marketing at Philips Healthcare in Germany and Japan. Later, he took the leadership over business development in the ultrasound EMEA division at Philips Healthcare, where he was responsible for identifying and developing new market segments for ultrasound . Prior to joining PicoQuant, he was the Director of Product Management for biometry at Carl Zeiss Meditec AG and responsible for the global marketing and strategic development of the product portfolio.

PicoQuant's success is based on extensive research and development activities. Today, the company develops and produces a broad range of optoelectronic components, including picosecond pulsed diode laser, single photon counting electronics as well as a series of turn-key, time-resolved fluorescence microscopy and spectroscopy system. The new holistic marketing approach allows PicoQuant to better understand and internalize the customer’s needs and challenges in order to achieve a relevant differentiation in the market and even greater customer loyalty.

**About PicoQuant**

PicoQuant is a leading research and development company specializing in optoelectronics, which was founded in 1996. The company, based in the science and technology park of Berlin-Adlershof, Germany, is a worldwide leader in the field of single photon counting applications. The product portfolio encompasses picosecond pulsed diode lasers and LEDs, photon counting instrumentation, fluorescence lifetime spectrometers, FLIM and FCS upgrade kits for laser scanning microscopes as well as time-resolved confocal and super-resolution microscopes. Since April 2008 Sales and Support in North America is handled by PicoQuant Photonics North America Inc. The PicoQuant group employs currently around 80 people.

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