

## **AMBU APPOINTS CHIEF MARKETING OFFICER, EXECUTIVE LEADERSHIP TEAM NOW COMPLETE**

**As of 1 February 2024, Rummana Hasan takes on the role as Ambu's new Chief Marketing Officer, leveraging her extensive marketing background from the consumer goods and healthcare industry. With the appointment, Rummana steps into Ambu's Executive Leadership Team, which is now complete.**

Effective 1 February 2024, Rummana Hasan joins Ambu as Chief Marketing Officer. As part of Ambu's Executive Leadership Team, Rummana will apply her strategic and creative marketing expertise from the consumer goods and healthcare industry, as well as her international experience and leadership capabilities, to deliver on Ambu's transformative growth strategy.

Rummana Hasan brings over 20 years of experience as an insights-driven marketing leader from prominent global companies, such as Procter & Gamble, Nestlé, SC Johnson, Novartis and, most recently, Olympus. Well-versed in the critical intersection of marketing, strategy, brand building and change leadership, she is an accomplished marketeer with a proven track record of accelerating growth agendas across the fields of consumer health, medical nutrition and medical devices.

She is a British/Swiss citizen with a broad international profile having assumed several marketing leadership roles across multiple countries. With her appointment as Chief Marketing Officer at Ambu, Rummana will relocate to Denmark to work from Ambu's corporate headquarters.

At Ambu, Rummana will be part of Ambu's Executive Leadership Team and will oversee the company's global marketing organisation, including uncovering customer needs, strengthening the brand and driving impact across marketing channels, to capitalise on Ambu's next phase of growth. Rummana is excited to join Ambu to reinforce the company's commercial impact:

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**I am beyond excited to be joining Ambu at this unique time during the company's transformation. Ambu plays a vital role in rethinking the field of endoscopy and healthcare for the better of health systems and patients, and I look forward to activating my international experience to harness the power of the strong brand and tap into Ambu's tremendous potential for scale and growth across developed and developing healthcare markets.**

**RUMMANA HASAN**  
Chief Marketing Officer, Ambu

### **COMPLETE EXECUTIVE LEADERSHIP TEAM**

Following Rummana Hasan's appointment, Ambu's Executive Leadership Team is now complete. Spearheaded by Chief Executive Officer (CEO) Britt Meelby Jensen, the team consists of Chief Financial Officer (CFO) Henrik Skak Bender, Chief People Officer (CPO) Sanne Kjærsgaard Hjordrup, Chief Operations Officer (COO) Henrik Birk, Chief Technology Officer (CTO) Finn Möhring, Chief Marketing Officer (CMO) Rummana Hasan, President of U.S. Steven Block and President of EMEA & APAC Bassel Rifai.

For CEO Britt Meelby Jensen, it has been a clear priority to establish a team of experienced, result-oriented executives devoted to delivering on Ambu's transformation and growth agenda as well as strategic priorities. She looks forward to leveraging the broad expertise, competency and diversity of the Executive Leadership Team as Ambu continues its growth journey:

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Rummana Hasan is a strong asset to our customer-centric commercial agenda, our executive leadership and Ambu as a whole. Her substantial marketing expertise from the healthcare and medical device industry, combined with her unique combination of creativity, business acumen and proven ability to drive growth at scale, makes her an ideal match for Ambu.

With this appointment, our Executive Leadership Team is now complete and reflects an ambitious, competent and focused group, with a strong set of values and execution abilities. I look forward to delivering results together, with colleagues across our organisation, in the next phase of our growth strategy.

**BRITT MEELBY JENSEN**  
Chief Executive Officer, Ambu



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**RUMMANA HASAN**

Ambu's new Chief Marketing Officer  
as of 1 February 2024

# Ambu

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**ABOUT AMBU**

Since 1937, Ambu has been rethinking solutions, together with healthcare professionals, to save lives and improve patient care. Today, millions of patients and healthcare professionals worldwide depend on the efficiency, safety and performance of our single-use endoscopy, anaesthesia and patient monitoring solutions. Headquartered near Copenhagen in Denmark, Ambu employs around 4,400 people in Europe, North America, Latin America and Asia Pacific. For more information, please visit [Ambu.com](https://www.ambu.com).