

David Mayo joins Verita Healthcare as Sales and Marketing Director

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Former Ogilvy and WPP executive, David Mayo has joined Singapore based Verita Healthcare Group, a global provider of preventative, personalised healthcare and wellness clinics, as Group Sales and Marketing Director.

Mayo spent 21 years with Ogilvy and WPP, later as CEO of Ogilvy Asia, working with brands including Diageo, Coca-Cola, Motorola, Nike, Nestle, Huawei and Mondelez.

He also founded his own agency, RedCard, taking it from a one-person operation to a global company with offices across five countries, within five years. During his time at the company, David worked with brands including The Economist, Nike, BBC, Burger King, Motorola and Gillette. Ogilvy subsequently acquired RedCard in 2006.

Mayo has extensive knowledge of the MedTech sector. He currently serves as CMO and Non-Executive Director of BetaMedTech, a Singapore-based healthcare development company backed by SINGAPORE A-Star grants and funding, which has developed a technology that predicts and prevents the onset of pressure ulcers, a medical injury that costs the US Health Department \$11bn and the UK National Health Service £450m a year.

With a strong background in strategy, brands and operational systems, Mayo will be tasked with ensuring that the core business pillars of Verita Healthcare Group – Services, Products and Technology – are integrated and supported by strategic brand management, digital marketing and end-to-end sales systems to support the growth of the company.

Founded in 2015, Verita Healthcare Group integrates preventative, precision treatments and products with the power of MedTech, Analytics and AI.

Together with the company's fast diagnostics and digital health management technologies, a wide range of evidence-based treatment products and its growing number of specialised centres around the world, Verita creates a single platform for precise, preventative, patient-centric healthcare.

Julian Andriesz, Founder and Group Chairman of Verita Health Group said: "Through our "Incubate, Innovate, Integrate" strategy, Verita's growth is accelerating rapidly, with over 20 operating companies across four continents.

"In order to harness our full potential, we need agile minds, clear vision and bold strategies to ensure that we deliver the promise of fully integrative healthcare. David has proven his strength in these and several other critical areas early in his career and I am very pleased to have him join our senior management team in leading Sales and Marketing."

Mayo starts immediately.