

## Hong Kong-based Cellomics ropes in Andy A. Liu as new Group CEO

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### Liu brings a wealth of knowledge and expertise to the company



Hong Kong-based startup Cellomics, a leader in liquid biopsy technology for cancer screening and precision diagnosis, has announced the appointment of Andy A. Liu as the new Group Chief Executive Officer (CEO) of the company.

With over 25 years of healthcare experience, Liu brings a wealth of knowledge and expertise to the company, including exceptional commercial operations experience within pharmaceuticals, medical devices, healthcare services as well as big data and AI analytic industries.

Liu has held several executive leadership positions, previously serving as the President of Basebit Technologies, CEO of CW Data (Wuxi Apptec JV), and President of Asia Pacific and China for IQVIA. He has also previously worked at Merck and UCB Pharma in both the United States and Asia. Liu has also actively contributed to the healthcare ecosystem and has served as Board of Directors for ASTRI and is currently the Vice Chairman of HKBIO.

As the Group CEO of Cellomics, Andy A. Liu will assume the role to drive the company's commercial efforts, spearhead business development initiatives and oversee the company's overall strategy and operations.