

PRESS RELEASE

FEB 2024

IN SLOVENIA AND CROATIA, DIAPATH STRENGTHENS SALES TEAM WITH APPOINTMENT OF NEVENKA WINTER AS SALES APPLICATION SPECIALIST

[Martinengo, 1st Feb. 2024] Diapath, the leading Italian-based company focussing on high-quality solutions for pathologists, lab scientists, and lab professionals, reports the appointment of Nevenka Winter as Sales Application Specialist, effective from the first of February.

Strategic Move to Enhance Commercial Presence

Nevenka Winter's appointment aligns with Diapath's strategic objective to reinforce its commercial presence, particularly in the markets of Slovenia and Croatia. Tomi Jencic, Export Area Manager for these regions, plays a pivotal role in this strategic move, ensuring a cohesive and effective approach to meeting the unique needs of these markets.

"Nevenka Winter's extensive experience and expertise make her an invaluable addition to our team. Her role as Sales Application Specialist will further enhance our ability to provide tailored solutions to our customers," remarked Jencic.

Complementary Roles for Enhanced Market Impact

Tomi Jencic, with his wealth of experience as Export Area Manager for Slovenia and Croatia, will work in tandem with Nevenka Winter to fortify

Diapath's commercial presence. This collaborative approach aims to provide comprehensive support and innovative solutions to Diapath's customers in these regions.

"We believe that the combination of Nevenka's role as Sales Application Specialist and Tomi's strategic oversight will contribute significantly to our success in Slovenia and Croatia," added Alberto Battistel, COO at Diapath.

Ongoing Commitment to Customer-Centric Solutions

Diapath remains steadfast in its commitment to delivering customer-centric solutions tailored to the unique requirements of each market. The strategic alignment of Nevenka Winter and Tomi Jencic underscores the company's dedication to providing unparalleled support and expertise to its clients in Slovenia and Croatia. "Looking forward to working closely together on our Company Mission", reports Francesca Gritti, Direct Markets Manager.

The new Holding

During last year, the group Holding Company is upgrading its organization. The Finance and Administration and IT Departments have been transferred to the Holding Company to enable an effective management of the subsidiaries. Diapath is also releasing its first Corporate Balance Sheet, for which a turnover of around €35 million is expected for 2023, with positive organic and inorganic growth forecasts in-the upcoming years.

INFO
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