

Austrian rehabilitation device manufacturer Tyromotion strengthens executive management to support growth

Existing, long-standing company leaders Alexander Kollreider (CTO, Founder) and Thomas Löwen (CFO), are joined by Wolfram Veitl (CSO) in creation of the new strategic leadership board in Graz, Austria, while David Ram (CEO, Founder), changes his role to strategic advisor of the board. This new structure positions Tyromotion for accelerated and profitable growth while providing additional focus on new innovative technologies for the market.



Tyromotion's extended management board with Thomas Löwen (CFO), Alexander Kollreider (CTO), David Ram (former CEO, now Strategic Advisor) and Wolfram Veitl (new CSO) *[from left to right]*: "Each of us on brings a specialized skill to the board with the added benefit of retaining the know-how of David Ram".

From start-up, to global organization

Alexander Kollreider (CTO, company spokesman) sees this move as a sign of the company's progression: "Once an extremely successful start-up, we have developed into a market-leading medical technology company with millions in sales and more than 80 employees across the globe. In order to meet the future demands of our rapidly growing markets, Wolfram Veitl was hired to provide needed structure for our global commercialization growth plans". Mr. Veitl adds: "We are focusing on three core areas. First, the successful market launch of our new lower extremity product, LEXO, and the establishment of our now complete rehabilitation solution. Secondly, our continued expansion in new global markets. And thirdly, we will support and lobby for proper insurance coverage and reimbursement of our devices to ensure access to those patients that need them the most".

Innovative products as the driving force

David Ram is looking forward to his new role as a strategic advisor starting in the second quarter: "Tyromotion makes an important contribution to the world and we create real value that is vitally important for so many people. We have built a great team to do this, and I am proud to continue to be part of this never-ending mission to establish better therapeutic options for patients around the globe". He highlights current products that further underscore Tyromotion's international technological leadership: "As one of few global, full solution (upper and lower extremity) rehabilitation technology providers, we are focused on providing the very best products to our customers. Our versatile OMEGO device has already shown its strengths within early stages of gait therapy training. When used alongside our newest LEXO gait therapy robot, a powerful combination is created to restore or greatly improve walking ability after a neurological injury".

Newly expanded management outlines areas of strength

Members of the new leadership board all agree on where the company must go. "All the Tyromotion devices support the rehabilitation of patients according to the comprehensive TyroTherapy solution. This solution based product portfolio can treat a wide range of patients across the entire rehabilitation spectrum. Faster setup time, for example, greatly increases the effective time of a therapy unit and can result in economic benefits for customers". Tyromotion offers these solutions as well as additional services to customers in existing and new markets around the world: "That's why we have also recently strengthened our team in the USA with new executive leadership and resources. These markets require in-depth local knowledge on not only the market, but with the insurance reimbursement landscape as well. The costs of modern rehabilitation technologies such as robotics, motion sensors, virtual reality, and gamification software are not yet covered. Here, it is necessary to break new ground and, together with our customers, show the clinical and economic advantages of rehabilitation technology so it can become reimbursable".



Thomas Löwen (CFO), Alexander Kollreider (CTO) and Wolfram Veitl (new CSO) [from left to right]: "The increasing aging population and the growth in the number of people diagnosed with numerous conditions such as strokes, spinal cord injuries, and traumatic brain injuries are the key driving factors increasing the growth of the market".

Longterm growth strategies

Thomas Löwen (CFO) keeps a close eye on financial data and process optimization to ensure company growth is secured for the long term: "Historical data alone does not determine the basis for future decisions and corporate planning. In the dynamic environment of our industry, future-oriented planning and transparency are essential for sustained growth. Our finance department sees itself as a partner for all business areas within the organization and is available to strategize, provide advice, and support our future initiatives with comprehensive financial data to ensure success".



Technology-supported therapy devices from Graz placed in over 55 countries around the world - and Tyromotion wants to expand even further.

The Tyromotion company

Tyromotion is one of the world's leading manufacturers and suppliers of technology-based therapy equipment with the aim of sustainably improving people's independence and quality of life. The innovation-driven company is breaking new ground and executes on its mission to help people suffering from neurological injury to actively participate in life again. More than 40 sales partners support 2000+ installed devices, in more than 55 countries around the world. 13 years in business, more than 80 employees and a 20% re-investment rate in research and development will ensure more novel robotic-based therapy devices are provided wherever a need exists. Tyromotion's grand vision is to provide the best possible technology and support to our customers so they may help as many patients as possible, with neurological disorders and corresponding impairments, achieve their maximum potential.

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