

Bionano Genomics Announces the Appointment of Stephanie Hoyle as VP Corporate Marketing and Alex Helm as VP Strategic Product Marketing

November 4, 2021

SAN DIEGO, Nov. 04, 2021 (GLOBE NEWSWIRE) -- Bionano Genomics, Inc. (BNGO), developer of the Saphyr[®] system that uses optical genome mapping (OGM) for the detection and analysis of structural variants (SVs), today announced that two former Illumina executives, Stephanie Hoyle and Alex Helm, have joined the Company as vice presidents of Corporate Marketing and Strategic Product Marketing, respectively. Together, they bring 22 years of experience in the genomics space and 36 years of experience in marketing.

At Bionano, Stephanie will oversee global marketing and brand strategy for the Company. During her tenure at Illumina, she worked in similar positions and was instrumental in developing the brand and marketing strategy for the Reproductive and Genetic Health Business Unit, and most recently, was the global head of Brand Programs, leading the corporate rebrand for the business unit. After leaving Illumina, Stephanie founded the Hoyle Marketing Group. She worked with numerous life sciences companies on brand and marketing strategy, including BioLegend, ChromaCode, CodexDNA, Fortis Life Sciences, Rady's Children's Institute for Genomic Medicine and Verogen.

Alex will be responsible for developing the long-term, global product roadmap and portfolio strategy for Bionano's set of products and service solutions to influence the Company's annual strategic planning process. Previously, he was director of Regional Marketing for the Americas at Illumina and responsible for clinical segments including oncology, genetic disease and infectious disease testing and reproductive health. As the global lead for Illumina's Reproductive and Genetic Health Business Unit, Alex oversaw a critical product launch for the IVD-marked VeriSeq NIPT Solution, which significantly broadened access to safer prenatal screening for families around the world.

"I am thrilled that Stephanie and Alex have joined our team to lead our brand evolution and strategic product marketing planning," said Erik Holmlin, PhD, CEO of Bionano Genomics. "By providing better product solutions for our customers, our goal is to elevate human health and ultimately create better outcomes for patients."

About Bionano Genomics

Bionano is a provider of genome analysis solutions that can enable researchers and clinicians to reveal answers to challenging questions in biology and medicine. The Company's mission is to transform the way the world sees the genome through optical genome mapping (OGM) solutions, diagnostic services and software. The Company offers OGM solutions for applications across basic, translational and clinical research. Through its Lineagen business, the Company also provides diagnostic testing for patients with clinical presentations consistent with autism spectrum disorder and other neurodevelopmental disabilities. Through its BioDiscovery business, the Company also offers an industry-leading, platform-agnostic software solution, which integrates next-generation sequencing and microarray data designed to provide analysis, visualization, interpretation and reporting of copy number variants, single-nucleotide variants and absence of heterozygosity across the genome in one consolidated view. For more information, visit www.bionanogenomics.com, www.lineagen.com or www.biodiscovery.com

Forward-Looking Statements of Bionano Genomics

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Words such as "may," "will," "expect," "plan," "anticipate," "estimate," "intend" and similar expressions (as well as other words or expressions referencing future events, conditions or circumstances) convey uncertainty of future events or outcomes and are intended to identify these forward-looking statements. Forward-looking statements include statements regarding our intentions, beliefs, projections, outlook, analyses or current expectations concerning, among other things: the impact of the expansion of our marketing leadership team, including our expectations regarding the growth of Saphyr[®] and our ability to bolster customer experience globally. Each of these forward-looking statements involves risks and uncertainties. Actual results or developments may differ materially from those projected or implied in these forward-looking statements. Factors that may cause such a difference include the risks and uncertainties associated with: the impact of the COVID-19 pandemic on our business and the global economy; general market conditions; changes in the competitive landscape and the introduction of competitive products; our hiring efforts may not achieve the anticipated results; changes in our strategic and commercial plans; our ability to obtain sufficient financing to fund our strategic plans and commercialization efforts; the ability of medical and research institutions to obtain funding to support adoption or continued use of our technologies; the loss of key members of management and our commercial team; and the risks and uncertainties associated with our business and financial condition in general, including the risks and uncertainties described in our filings with the Securities and Exchange Commission, including, without limitation, our Annual Report on Form 10-K for the year ended December 31, 2020 and in other filings subsequently made by us with the Securities and Exchange Commission. All forward-looking statements contained in this press release speak only as of the date on which they were made and are based on management's assumptions and estimates as of such date. We do not undertake any obligation to publicly update any forward-looking statements, whether as a result of the receipt of new information, the occurrence of future events or otherwise.

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