

PRESS RELEASE
29th September 2021



H.E.L Group strengthens strategic focus with expanded product management team

Douglas Marshall, Joseph Willmot, and Keren Abecassis appointed to boost customer-focused product development

London, UK, 29th September 2021: H.E.L Group (H.E.L), a global developer, and manufacturer of innovative laboratory tools for process optimization, safety, and scale-up, today announced the expansion of the strategic product function with the appointments of Douglas Marshall as Product Manager, Joseph Willmot as Software Product Manager and Keren Abecassis as Service Product Manager.

Douglas (Doug) has worked in the biotech tools industry for nine years, following over five years post-doctoral research within the life sciences in the UK and USA. Most recently, Doug worked at Applied Photophysics, where he led a refocusing of the Company's Chirascan platform. As well as his role at H.E.L, Doug sits on the editorial board of *The Biochemist* journal and an industry advisory panel for the UK Biochemical Society as well as being an expert member of the British Standards Institute's (BSI) committee on nanotechnology. Doug has a B.Sc. and Ph.D. in Biology from UCL, and an M.Sc. in Virology from Imperial College.

Joseph (Joe) has been a member of the H.E.L team for the past five years with his most recent role as Application Leader, helping customers solve complex challenges and find the best solution for individual applications. This unique insight into the user experience including their interaction with equipment and H.E.L software gives Joe the ideal background to step into the newly created role of Software Product Manager. Joe has been instrumental in the development and launch of the labCONSOL®, H.E.L's flagship software platform, which will remain a focus while he continues to define the Company's long-term software strategy to support organic growth. Prior to joining H.E.L, Joe worked as an Analytical Chemist at BP for two years after gaining his degree in Chemistry from the University of South Wales.

Keren comes to H.E.L from Radleys where she was the global Product Manager for chemistry lab equipment for over five years. She studied for her M.Sc. in Chemistry in Paris and went on to obtain a Ph.D. in Organic and Organometallic Chemistry from Imperial College London. After holding research positions at the University of Cambridge and the University of Dundee, Keren stepped into technical commercial positions which led her to Product Management. In this newly created role at H.E.L, Keren will use her experience to ensure the provision of quality service to H.E.L customers globally by developing an effective after-sales offering.

Joe, Doug and Keren are all based in the UK and will mix their time between the H.E.L London HQ and home offices.

Paul Orange, CCO of H.E.L Group, commented: *“Both for our customers and for the growth of the company, it’s essential to have a strong and energetic strategic product team. Doug, Joe, and Keren bring the right experience and mindsets to support the Company’s plans to scale by focusing on the problems that matter to our customers. With H.E.L’s recent investments in commercial channels, our product management team will ensure that we put the right products in the hands of the sales people and as a result, best serve our customers.”*

ENDS

Notes to Editors



Paul Orange, CCO, H.E.L Group



Douglas Marshall, Product Manager, H.E.L Group



Joseph Willmot, Software Product Manager, H.E.L Group



Keren Abecassis, Service Product Manager, H.E.L Group

For high-resolution image, please contact Zyme Communications.

For further information please contact:

Zyme Communications

Sarah Jeffery

Tel: +44 (0)7771 730919

E-mail: sarah.jeffery@zymecommunications.com

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About H.E.L. Group www.helgroup.com

H.E.L Group's mission is to work together with chemistry, safety and biotechnology experts to engineer and unleash the full potential of the scientific community. To this end, H.E.L develops and manufactures innovative scientific instruments and software designed to optimize the efficiency, safety and productivity of key processes in chemistry and biology applications.

The H.E.L team of 70 includes highly skilled process and software engineers, based at their extensive research and manufacturing facilities in the UK, as well as sales and support offices around the world.

H.E.L has a long history of solving complex challenges for customers. For more than 30 years the Company has worked with businesses and laboratories globally, providing proprietary automated solutions for the pharma, biotechnology, chemical, battery, and petrochemical sectors.

Following significant growth, and with annual revenues exceeding £10 million, the Company is extending the reach of its products to support and enable R&D and process optimization further across the US, China, Asia-Pacific, and India.

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