

SWIXX OPENS IN GREECE, CYPRUS & MALTA; GEORGE BITHAS APPOINTED REGIONAL GM

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Baar, Switzerland – Swixx BioPharma SA announced today a further geographical expansion of the company into South Eastern Europe, with the opening of a new affiliate in Greece: Swixx Biopharma SMSA (Greece). Concurrent with the creation of its new Greek legal entity, the company named George Bithas as General Manager of Swixx’s Greece, Cyprus & Malta region, effective immediately.

George’s task will be to build a dedicated Swixx organization across the region, with full-service capabilities for Swixx partners in access, commercialization, medical, regulatory, safety and logistics, headquartered in Athens. Several of Swixx’s partners have asked Swixx also to represent them in Greece, meaning that the new Swixx SMSA affiliate will focus on the therapy areas of rare disease, onco-hemo and other specialty, including nephrology-hepatology.

A proven biopharma senior executive with a background in Chemistry, George Bithas brings to Swixx an excellent reputation as both a team and a brand builder skilled at creating and expanding patient access to novel lifesaving, life-extending, and life-enhancing therapies. Over his 20-year career, George rose through a series of roles with increasing responsibility in a spectrum ranging from hospital devices, medical nutrition, and then moving into specialty care, including exposure to ICU medicine, anesthesiology, neonatology, urology, nephrology, cardiology, rheumatology, gastroenterology and dermatology. Most recently, George was Business Unit Director Immunology for Greece & Cyprus at AbbVie where under his leadership Humira became the top-selling medicinal product in Greece.

George will be based in Athens and will report to Swixx’s Chief Operating Officer (COO), Dr. Dezso Martha.

“Let me warmly welcome George to Swixx,” commented Swixx COO, Dezso Martha. “I am already enjoying George’s can-do, positive attitude and structured approach. I think it’s notable that we found George thanks to extremely strong recommendations from international healthcare peers, who respected him not only for his business-building competency, but also for his probity and good judgement. I am excited to work with George to establish a Swixx beachhead in the highly competitive Greek / Cypriot / Maltese biopharma markets. I wish him and our budding team in Athens every success.”

About Swixx Biopharma AG

Swixx operates fully owned subsidiaries across Central and Eastern Europe, Greece, and Russia. With 640 employees and sales exceeding €270 million in 2021, Swixx has swiftly evolved into the largest and fastest-growing dedicated commercialization platform for biopharma and self-medication innovative companies in CEE. The company has gathered outstanding rare disease, oncology-haematology, specialty, and self-medication talent under one roof. For more information about Swixx, please visit www.swixxbiopharma.com

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