



## Press Release

Zurich, December 15th, 2011

### **QUENTIQ names Mark B Hoffman former CEO of Sybase and Commerce One, President and CEO of the newly founded QUENTIQ Americas, Inc.**

**Zurich, Switzerland – The innovative health platform company QUENTIQ proudly announced today that former Sybase co-founder and Chief Executive Officer and Commerce One Chief Executive Officer Mark B. Hoffman will be joining the company as President and Chief Executive Officer of QUENTIQ Americas, Inc. to build the US operations. Mr. Hoffmann will also become executive board member of QUENTIQ AG and QUENTIQ Americas, Inc.**

Only a few weeks ago, the Swiss startup QUENTIQ announced the launch of their innovative health and lifestyle platform and the QUENTIQ Health Score® in Germany with Deutsche Telekom, Austria and Switzerland to motivate people to be more active and lead a healthier lifestyle. Today, the company surprised the industry by announcing the appointment of software industry pioneer Mark B. Hoffmann as President and CEO of the newly founded US subsidiary in San Francisco. Peter Ohnemus, Founder, Chairman and CEO of QUENTIQ proudly stated: "We are absolutely delighted to welcome Mark in to the QUENTIQ team. Mark's profound experience in building up companies from zero into large organizations plus his in-depth knowledge of the US market will not only be a key driver to build and develop a sustainable business in the USA but also of immense value as a member of our executive board."

Mark Hoffman and Peter Ohnemus go back 24 years from the early Sybase days where they built Sybase into a world leader in relational database



## Press Release

software. They now plan to build the QUENTIQ health platform and the QUENTIQ Health Score® into the world's leading healthy lifestyle management platform. Mr. Ohnemus continued: "As CEO of Commerce One, and before that as CEO of Sybase, Mark has a proven record of building strong customer value and developing a global brand that will help guide QUENTIQ through its next phase of growth."

Mark Hoffman will join QUENTIQ as President and Chief Executive Officer of QUENTIQ Americas, Inc. on January 9<sup>th</sup>, 2012 and he will run the US operation out of San Francisco. Additionally, Mr. Hoffman will join the executive board of QUENTIQ AG in Zurich, Switzerland and of QUENTIQ Americas, Inc. "I am very enthusiastic about this opportunity," said Mr. Hoffman. "QUENTIQ is a great company which has all it takes for future growth and success – unique & patented technology, outstanding partners and most importantly, a world-class team. QUENTIQ's recurring Software as Service (SASS) revenue model is especially interesting to me as it provides the company with a strong financial foundation and also commits us to sharing responsibility for our customers' success. I intend to focus relentlessly on execution and further develop our strategy to build our position as the leader in personal health management. To do that, we need to deliver extraordinary value to our customers."

Mr. Mark B. Hoffman currently serves as a Director of Eightfold Logic, Inc. and ON24, Inc. From 2005 to 2007, Mr. Hoffman was President and Chief Executive Officer of Everdream Corp., which he sold to Dell Computer Systems in 2007. From 1996 to 2004 he was Founder, Chairman, President and Chief Executive Officer of Commerce One, Inc. Before that, Mr. Hoffman served as Co-Founder, President, Chief Executive Officer and Chairman of Sybase from 1984 until 1995. Together with Dr. Bob Epstein they grew the company into the 5<sup>th</sup> largest software company at the time. Mr. Hoffman holds an M.B.A. from the University



## Press Release

of Arizona and a B.S. in Engineering from the U.S. Military Academy at West Point.

### **About QUENTIQ**

QUENTIQ AG was founded by serial entrepreneur Peter Ohnemus in early 2010 and is based in Zurich, Switzerland. QUENTIQ has developed the innovative and patented QUENTIQ Health Score® with professors associated with MIT in Boston and the University Hospital of Zurich. The QUENTIQ Health Score® indicates your current health status as a number between 1 and 1000. QUENTIQ enables you to track, document and benchmark your health in real-time on the web and on your smartphone in an easy, safe and fun way. Please visit: [www.quentiq.com](http://www.quentiq.com)

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