

iRhythm Announces Appointment of Kevin King as President, CEO and Member of the Board of Directors

The Associated Press

iRhythm Technologies, Inc., a medical device and service company that develops and markets simple, innovative diagnostic monitoring solutions, today announced that the Company's Board of Directors has appointed Kevin King to succeed Bill Willis as President, Chief Executive Officer and member of the Board of Directors, effective July 30, 2012.

King brings nearly three decades of experience in leadership roles at Hewlett Packard, General Electric, Thomson Corporation and, most recently, Affymetrix to iRhythm.

"Kevin is a seasoned CEO with a track record of success across the healthcare industry. His direct leadership experience in cardiology diagnostics and previous successes executing on complex service and IT business models will be of great value as we seek to continue to expand iRhythm's business," said William N. Starling, iRhythm's Chairman of the Board. "Bill Willis did a tremendous job of leading the Company from a revolutionary concept to a commercial company that has benefited more than 70,000 patients to date. We are excited to now bring in Kevin to lead us through this next stage of growth."

"iRhythm is at a key inflection point, having amassed an impressive body of clinical experience with the Zio® Patch, and is rapidly becoming the new standard of care for cost-effective cardiac rhythm diagnoses and timely patient care," stated King. "There is now a significant opportunity for rapid expansion and I'm looking forward to working with and supporting the strong team at iRhythm as we set our sights on the future."

King most recently served as President and CEO of Affymetrix, where he defined and led a new growth strategy into the multi-billion dollar market for downstream validation and molecular diagnostics. Previously, King was President and CEO of Thomson Healthcare, a \$400M+ information services business focused on a range of healthcare-related information services businesses. King has also held leadership roles at GE Healthcare, where he led the several-fold increase of the Clinical Systems Business. Separately, he also held key leadership positions within Hewlett Packard's Medical Products Group including R&D, Sales, Marketing and Business Development.

King earned his B.A. from the University of Massachusetts and an M.B.A. from New Hampshire College.

About iRhythm Technologies, Inc. iRhythm provides innovative and cost-effective diagnostic monitoring solutions that facilitate early diagnosis and treatment decisions, with the goal of ultimately improving patient health outcomes and reducing wasteful healthcare spending. Its flagship product, the Zio® Patch, is designed to optimize and simplify the diagnosis of cardiac arrhythmias. Zio® Patch is the smallest, lightest, least conspicuous cardiac arrhythmia diagnostic available and is indicated for up to 14-day monitoring. For more information, please visit www.irhythmtech.com [1].

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<http://www.mdtmag.com/news/2012/07/irhythm-announces-appointment-kevin-king-president-ceo-and-member-board-directors>

Links:

[1] <http://www.irhythmtech.com>