

FOR IMMEDIATE RELEASE

Inotec AMD Appoints Gordie Nye as Chairman of the Board

Cambridge, UK – 20 January 2025 – Inotec AMD, the leading innovator in continuous topical oxygen therapy (cTOT) for advanced wound care and parent company of NATROX® Wound Care, is pleased to announce the appointment of [Gordie Nye](#) as Chairman of the Board. Gordie brings a wealth of leadership experience and strategic expertise from his impressive career across innovative healthcare and technology companies.

With a proven track record of steering organizations through pivotal stages of commercialization, growth and innovation, Gordie's leadership is set to drive NATROX Wound Care's mission to transform advanced wound care. His deep understanding of healthcare markets and his ability to create value in diverse organizations make him an ideal addition at this exciting juncture for the company.

"We are thrilled to welcome Gordie as Chairman of the Board," Craig Kennedy, CEO of Inotec AMD expressed his enthusiasm for the appointment. "His remarkable experience and strategic insights will be invaluable as we continue to expand the impact of NATROX Wound Care and drive innovation in advanced wound care. Gordie's leadership will undoubtedly propel the company to new heights, especially since it is strategically positioned for explosive growth in the advanced wound care market."

Gordie Nye, Chairman of the Board, shared his vision for the company: "I am honored to join Inotec AMD at such a pivotal time. The company's commitment to harnessing the healing power of oxygen to improve patient outcomes is truly inspiring. I look forward to working closely with Craig and the talented team to further our mission and make a meaningful difference in advanced wound care." Gordie's appointment underscores NATROX Wound Care's dedication to enhancing its leadership team with world-class expertise, while amplifying its organizational agility.

Gordie's distinguished career includes serving as CEO and Director of ZELTIQ Aesthetics, as well as Chairman and Acting Head of U.S. Operations at Atlantic Therapeutics. He currently provides leadership at several transformative companies, including serving as Chairman of the Board of Managers at Journey Biosciences, Fractional CEO & Director at INVI IVF, and Chairman of the Board at LUUM Precision Lash.

About NATROX® Wound Care, an Inotec AMD Brand

NATROX Wound Care is a pioneering company dedicated to transforming wound care through innovation and a steadfast mission on continuous topical oxygen therapy. Headquartered in Cambridge, UK, the company has developed advanced wound care products like NATROX® O₂, which have been widely recognized for their efficacy and patient benefits. With NATROX O₂'s regulatory approvals in over 25 countries, NATROX Wound Care continues expanding access to innovative wound care solutions globally.

What is NATROX® O₂ Topical Oxygen Therapy

NATROX O₂ is a compact, wearable device which generates and delivers a continuous flow of oxygen directly to the wound bed to promote accelerated healing and foster a healthy wound environment. Its non-invasive nature, coupled with its remarkable effectiveness, offers a significant advancement in chronic wound treatment, even allowing patients to be treated from the comfort of home and experience a renewed quality of life.

To learn more, explore the website: natroxwoundcare.com.

Media Contact:

NATROX® Wound Care

Nancy Stahulak

VP Global Marketing

marketing@natroxwoundcare.com

+44 (0)1223 66 1830

+1 (888) 354 9772